



Farmer's

SPRING-SUMMER, 1951-52

Dress-up Bayadere screen-prints on English cotton, at 74/11. See page 2.



Flowered
bolero
matches
dress

Sun-loving casuals, both English fabrics

ENGLISH COTTON SUNDRESS, BOLERO, 49/6

F1B11—Flower-border English cotton bare-shoulder sundress has detachable straps, pretty bolero to cover up (see left). Elastic-shirred bodice. S.W., W., O.S. Packed weight, 2 lbs. Price, 49/6

ENGLISH CRETONNE CASUAL IS SHIRRED, 102/-

F1B12—Sun-resisting, tub-loving cretonne dress has gathered skirt, ripple-shirred waistline. Square neck, perspex button trim. Red daisies on pastel green or lavender on pastel grounds. Busts, 34, 36, 38, 40 inches. 2 lbs. 102/-



Big price-news on our easy-to-iron, fadeless dresses

TOOTAL'S "LYSTAV"

Two Styles **49/11** Eight Colours

At left:

D1B7 — In fadeless, easy-to-iron Tootal's "Lystav" with buttoned front, gored skirt. Grey/gold/green; beige/lime/pink; blue/aqua/grey; grey/pink/blue; white grounds. 2 lbs. packed. S.S.W., S.W., W. 49/11; S.O.S., O.S. 53/11

At right:

D1B8 — All-occasion dress, Tootal's "Lystav," deep "wind-swept" collar of white, mock pockets. Flared skirt has centre fullness, set-in sleeves. Aqua, maroon, grey, navy, all with white. Packed, 2 lbs. S.S.W., S.W. and W. Price, 49/11



F2B1



F2B2



F2B3

Our Cover frock

ENGLISH SCREEN-PRINTED BAYADERE

Four sizes **74/11** Four colours

D1B1—English screen-printed cotton washes and irons like a handkerchief. See the fly-away collar, winged sleeves, button-trimmed. Opens flat for ironing. Colour combinations in striking bayadere pattern. Predominating colours, green, royal, tan, grey. X.S.S.W., S.S.W., S.W., W. *Pkd.*, 2 lbs. Price, **74/11**

COOL-PRETTY HOUSE-GOWNS IN 3 FABRICS

See cotton, cretonne or seersucker, from **66/11**

F2B1—EXCLUSIVE TO FARMER'S. English "Flaxene" cotton house-gown. Deep, rolled collar, buttoned front and full-flaring skirt. Big pockets, short sleeves. Fast colours. Turquoise, blue, red or green roses on white grounds. Busts, 34, 36, 38, and 40 inches. *Packed*, 2 lbs. Price, **71/-**

F2B2—ENGLISH CRETONNE in Farmer's very own house-gown designed for Spring. Full-cut skirt, launders well, sun-resisting colours. Life-size roses and floral pattern in red/blue/green colours on deep cream. 34, 36, 38, 40 inch busts. *Packed weight*, 2 lbs. Farmer's price, **117/6**

F2B3—CRINKLE SEERSUCKER, specially imported, easy-to-wash; quick-drying and needs no ironing. Tailored collar, generous skirt, two deep pockets. Rose/lavender or gold/green rambling roses on white. *Packed* 2 lbs. 34, 36, 38 inches, **66/11**. 42 inches, **71/-**; 44 inches, **75/-**

When ordering please state second colour preference.



THE YEAR OF THE BARE-SHOULDER SWIMSUIT (Ours wisely have straps that tuck away)

Black Lance **93/6** Five colours

F8B1—The svelte feeling of satin lastex on your skin, the subtle way it moulds your figure, hugs your waist. New opera top, wear it with straps up, or down for sunbaking. Mid blue, grey, maize, cardinal-red, ice-blue. Fit busts 32 to 38 inches. Packed, 2 lbs. Price, **93/6**

New fabric **87/6** "Nylo-faille"

F8B2—Jantzen's swimsuit of new "Nylo-faille," moulded and shirred at sides, with a slim central panel. New peak cuffed top, straps to pull up if you wish. Lilac, Signal red, maize, mid-blue, or ice-blue. Fit busts 32 to 38 inches. 2 lbs. **87/6**

F8B2 not available until 21st August

"COLE OF CALIFORNIA" COTTON, 77/- (Moulded with the new "Illusion bra")



F8B3—"Cole of California" cotton swimsuit has elasticised shirred back, jutting "Illusion" bra for figure-flattery (see inset). Wear straps up or down. Vivid florals, red, fuchsia, green, violet or saxe on white. Fit busts 32 to 38 inches. Pkd. 2 lbs. **77/-**

FARMER'S—PAGE 3



WHO'D

EVER GUESS THAT

THESE PRETTY DRESSES



ARE FOR YOUNG MOTHERS-TO-BE?



One-piece 'Redingote' in fadeless rayon, 88/6

Blue, rose, green. Sizes 12, 14, 16, 18

D16B1—Guaranteed washable, this rayon maternity dress. Coat effect, ties in front, underneath it is held in place with back ties. Separate white collar is easily detached for laundering. Choose from tones of blue, rose or green. Quote normal measurements when ordering. *Packed weight, 4 pounds.* Price, 88/6



Two-piece pique trimmed in fadeless cotton, 85/6

Blue, grey, rust, tan. Sizes 12, 14, 16, 18

D16B2—Easy-to-wash, easy-to-iron, this cool two-piece maternity style, cut from fadeless British cotton. The frock, fully gathered in front, has side adjustment. Wear with or without the matching bolero jacket. Frosted white pique trimming on both. *Packed weight, 4 pounds.* Farmer's Price is 85/6

Mail orders to

Farmer & Company, Limited

P.O. Box 497, Sydney.

Corded crepe maternity frock has deep pleating, a soft bow

Rose, navy, green, light-blue. **90/-** Sizes 12, 14, 16, 18

D16B3—What's softer than corded crepe? What's sweeter than deep unpressed pleats, held at waist by tiny press studs that unclip to give added inches to the bodice and skirt? Adjustment also, with a tie-belt at back. Self bow trim on the pretty square neckline. *Packed weight, 4 pounds.* Price, 90/-

When ordering dresses, quote your usual measurements. Farmer's styles make allowance for your changing figure. See page 76 for details.

FARMER'S—PAGE 5





At left:

**'Cole of California' frock
of printed cotton poplin**

Black, emerald or **99/6** saxe on white ground.

D2B1—A cool, summery print—a shirred bodice that means snug fitting in this off-the-shoulder sunfrock. Skirt is gathered gently to the waist. *3 lbs. packed.* Small (32 to 34 busts), medium (34 to 36 busts), large (36 to 38 busts), **99/6**

At right:

**'CAESAR' cotton sunfrock
and bolero: pique trimmed**

X.S.S.W., S.S.W., **59/11** S.W., W., X.W., S.O.S

D1B2—With the bolero it's a shopping dress. Without, it's a sun-dress, cool and crisp. Pique-trimmed on pockets, revers and neckline. Aqua/blue; tangerine/green; mauve/blue; gold/green. Busts, 32 to 42 inches. *3lbs. packed.* **59/11**

PAGE 6—FARMER'S





**Border-print seersucker
has matching bolero**

Multi-colours **44/-** on three grounds

D282—Bare-your-shoulders to the sun in this dress with elasticised tube-top. Narrow straps, full skirt. Cover-up with the collared bolero. See unusual flowered design on grounds of white, aqua, blue. 32, 34, 36in. busts. *Packed 3 lbs.* **44/-**

Carriage extra on all merchandise in this book



**Our two-way sunfrock in
Continental seersucker**

Available in **34/11** three sizes

D183—A clever neckline—can be worn up or way down off the shoulders. Skirt is softly gathered to the waist. Multi-allover spots and stripes in blue, red, green, rose or maize 32, 34, 36in. busts. *Packed 3 lbs.* Price, **34/11**

FARMER'S—PAGE 7



Two-Way Sunfrocks
(of the fadeless kind)
spotted or striped

Illustrated left:

The shirred bodice stripe, 61/-

F1B5—Full, swirl-skirted sundress of fadeless English cotton, has two-way top to bare you to the sun. Bodice is ripple-shirred with elastic. Red or blue, white striped. Busts, 32, 34, 36 ins. *Packed weight, 3 lbs. 61/-*

Illustrated right:

The ruffle neck, spotted, 77/-

F1B6—Wear it up or off-shoulders, the square-dance dress, sun-resisting French cotton. Elasticised waistband to fit snugly, full skirt, tiny puffed sleeves. Red coin spots on white; or navy on blue. 34, 36, 38in. 3 lbs. **77/-**

PAGE 8—FARMER'S



Spring blooms on
**OUR CREASE-RESISTING,
 FADELESS FLORAL**
76/-

D15B1—Farmer's very own flower-splashed dress in England' washable, crease-resisting "Joyous." A famous maker designed it with the cool-pretty details you like. See the deep-roll collar, cuffed baby sleeves and soft sloping shoulder-line. Note too, the graceful full skirt, slide-fastener placket. Big floral patterns on white grounds in colours of rich-blue, autumn-green or flame. Sizes 12, 14, 16, and 18. *Weight when packed, 2 lbs.* Farmer's price is, **76/-** Farmer's, P.O. Box 497, Sydney, N.S.W.



The shutter-pleat dress in
**FARMER'S VERY OWN
 STRIPED BAYADERE**
95/-

D15B2 — Elegant simplicity in this dress of English "Joyous," guaranteed washable, crease-resisting. Exclusive to Farmer's, novel bayadere print has colour stripes that run horizontally. Open fly-away collar, short cuffed sleeves. A flurry of fluid pleats in the skirt. Colour-combinations are—with bold black pattern, lime/grey/white; candy pink/blue/white; with a bold brown pattern, mustard/grey/white. Sizes 12, 14, 16, and 18. *Packed, 2 lbs.* Budget-priced, **95/-**
 FARMER'S—PAGE 9



The washable cottons make news

at *Farmer's*

Styled in colour-fast fabrics,
priced so-easy-on-the-budget

Illustrated at right.

Full-skirted English cotton, from 29/11

D1B4—An easy-to-wash-and-iron dress that buttons from neck to hem. All-over splash florals on aqua, green, blue, lemon or orchid backgrounds, all softly striped in white. See the cap sleeves, semi-roll collar that joins the square neckline. Generous skirt has 3-piece gored back. *Packed weight, 3 lbs.* S.W., W., X.W. Priced at, **29/11**. Larger sizes, S.O.S. and O.S. Farmer's price is, **33/11**

Illustrated far right.

English voile dress, from 33/11

D1B5—The cool, crisp look, styled in wonderfully sheer English voile. There's a pretty flourish of fullness in the skirt and a draped neckline with self-bow trim. Set-in sleeves, tie belt. Soft florals on blue, green, lemon grounds. *Packed weight, 3 pounds.* The sizes, S.W., W., X.W., **33/11**; S.O.S., and O.S., **38/6**

Mail orders to

Farmer & Company, Limited

P.O. Box 497, Sydney.

Illustrated at left:

'Caesar' Summer Breeze dress 66/11

D1B6—"Caesar's" Summer Breeze, the fabric that washes and washes. Buttoned front frock has a square neckline with wide winged collar, brief cap sleeves. Predominating colours: orchid/blue/lavender; lime/tan/gold; coral/blue/lavender; blue/mustard/green; lemon/pink/aqua. X.S.S.W., S.S.W., S.W., W. *Packed weight, 3 pounds.* Farmer's Price is, **66/11**

Carriage extra on all merchandise in this book

PAGE 10—FARMER'S





AT *Farmer's*

THE HARD-TO-FIND

LARGER FITTINGS

Easy-to-wear dresses, proportionately styled for the 32- to 44-inch bust figures. Both in wonderful 'GRAFTON' washing fabrics

Opposite page, left:

GRAFTON'S "LAVENELLE" FROCK, FROM 71/-

D1684—Exclusive to Farmer's, a pretty, go-everywhere dress in Grafton's wonderful "Lavenelle," the fabric that won't fade, crease or shrink. Tailored on simple lines, cool open rever collar, short sleeves, buttons to below waistline. See how the unpressed pleats fall gracefully in the skirt. Bodice and sleeves sugared with dainty lace. Florals on blue, rose or green with interwoven pattern in black white. 3 lbs. packed. X.S.S.W. to O.S. 71/- X.O.S., 78/6

Opposite page, right:

FLORAL "GRAFAINE" BY GRAFTON, FROM 60/-

D1685—Another Grafton dress, made specially for Farmer's in crease-resisting "Grafaïne," the fabric that will stand constant laundering, won't fade. Buttons from neck to below waistline, semi-shawl collar, fluid unpressed pleats in skirt. Short sleeves, white braid trimming on cuffs and collar. Muted floral pattern in predominating colours of blue/pink; lemon/grey; pink/aqua or lime/pink. Packed, 3 lbs. Sizes, X.S.S.W. to O.S. Price, 60/- X.O.S. Price, 65/-

Illustrated at right:

LARGER SIZE "TOBRALCO" COTTON, 75/3

F187—Cool, figure-flattering dress of "Tobralco" cotton. New concealed fly-front goes from neck right down to hem. Half sleeves are cuffed, collar is the fly-away kind. Front yoke is gently gathered to give adequate fullness over bust. Over-locked seams, eleven gored skirt has soft pleating at front. White grounds are well covered with large flowers. Rose/lavender with navy leaves, green/yellow, with brown leaves. Busts 34 to 42 inches. Packed, 3 lbs. 75/3

Check your measurements carefully before sending order.

See Farmer's special measurement chart on Page 76





Our new wonderful seersucker "SHIRTEE"
has three different necklines, one low price.

Blue, green, yellow **15/-** pink, and white



Square-neck, (at left); the V-throat; the crewe neck, all 15/-

The crinkle-seersucker that washes like a handkerchief, needs no ironing. Team it with your shorts or slacks for beach-wear, see the way it tops your swirling dance skirts! Tiny pert sleeves, knitted cotton basque and neck. Light to wear, weighs a mere 2 ounces. Sizes 12T to 16T. *Pkd., 6 ozs. Three styles*
D4B1—Square neck; D4B2—The V-Throat; D4B3—Crewe neck. All 15/-

"Boxer" shorts—in sizes to fit any waist, 23/-

D4B4—"Boxer" shorts, of guaranteed 'Cesarine,' impeccably cut, strong elastic waistband, fit any waist measurement, be it tiny, handspan, or a little on the large side! Sizes, 24, 25, 26, 28 inch with a 2-inch stretch. Huge, hip-jutting pockets, neat cuffed legs. Royal, green or brown. *Packed, 1 lb. 23/-*

Carriage extra on all merchandise in this book

Our wonder-washing

**SWING-BACK
 PIQUE BOLERO
 29/-**

D4B5—An asset to any teenagers' summer wardrobe, the biscuit-crisp pique bolero. Pretty with the new peaked collar, rouleau tie, full swing-back. Practical; will wash and wash, come up bright and clean as a new pin. Fine pique, in a timeless style, team it with almost everything! 10T, 12T, 14T, 16T, 1 lb. **29/-**

PAGE 14—FARMER'S





Our sunfrock is a square-dance dress; the go-everywhere dress is a bayadere shell-stripe

TEEN STYLES IN WONDER-WASHING "CAESAR" FABRICS

59/11

D4B6—Sun in it by day, dance in it by night. Teenager dress in Caesar's "Summer Breeze" has ruffle frill convertible top, edged with cotton embroidery. Ripple-shirred bodice, waist, free-swinging full skirt—wonderful for whirling! Flower sprays on latticed backgrounds of tan, green, pink, yellow, aqua or blue. Small, medium, large fittings. *Packed, 2 lbs.* **59/11**
American Size Scale appears on page 76

54/11

D4B7—Caesar's "Picacord" fabric, guaranteed fadeless, washes and irons perfectly. A teener's frock for every occasion with sweet-pretty details in the new wide-sweep collar, tiny pert sleeves, full gathered skirt. See the hip-jutting pockets and rouleau belt. Shell-bayadere stripes in blue/grey; green/grey; lemon/grey; tan/lime; magenta/lime. Sizes, 12T to 16T *Packed 3 lbs.* **54/11**

FARMER'S—PAGE 15



Spring jersey takes CHECKS

Sparkling jersey that resists wrinkling . . . is easy-to-laundry and always a pleasure to iron.

THE ROLL-COLLAR DRESS, FROM 62/-

D14B1—Pleated back and front. Snow-white trim on cuffs matches white bow at the neckline that ties under rolled collar. Navy, saxe, tan, or red checks on white. *Packed, 3 lbs.* Sizes, 12, 14, 16. Farmer's low price, 62/-; 18, 40, 67/6

THE WING-SLEEVED TAILORED SUIT, 91/-

D14B2—Of smooth English jersey. Novel pleats at back of coat, winged-cuffed sleeves and a tailored collar. Skirt is slightly flared. Black, navy or saxe checks on white. Sizes 12, 14, 16, 18. *Packed weight, 3 lbs.* Farmer's price is, 91/-

See Page 76 for details on American Sizes.

PAGE 16—FARMER'S



**Summer fashion begins with
wonder Jersey from England**

Multi-colour floral jersey, from 108/-

D14B3—Silky smooth, liquid-like jersey dress has prettily-shirred yoke, rounded-rever collar, crystal buttons, buckle. 8-piece pintucked, slim, skirt. Tan/green/yellow on beige ground; rust/navy/red/gold on light blue; lilac/navy/American-beauty/green on dove grey. *Packed, 3 lbs.* Sizes 12, 14, 16, **108/-**; size 18, **119/-**

Brilliant Harlequin design, 91/-

D14B4—Jersey to the fore again, this time a bold dashing harlequin design. Deep V neckline, wing collar, free-swinging skirt, pleated back and front, slide-fastener placket. Colours: royal/gold/grey; American-beauty/royal/grey; green/aqua/grey; wine/canary/lime. Sizes, 12, 14, 16, and 18. *Packed weight, 3 lbs.* Price, **91/-**

Ice-cool to wear—action-cut for those high-reaching shots
WAFFLE COTTON-PIQUE TENNIS FROCK, 54/-

D2B3—Crisp white, easy-to-wash tennis frock in waffle cotton-pique. See the full flared skirt, roll collar, the airy cap sleeves. Detailed interest in the diagonal bodice, fastened with boil-proof buttons. 32, 34, 36, 38 inch busts. 2 lbs. *pkd.* 54/-

Check cotton blouse, 30/-. "Casben" cotton-drill shorts, 26/6

D2B4—Vivid woven check cotton blouse, pearl buttons, patch pocket. Sizes, 32, 34, 36, 38 inch busts. Blue, tan or green with white checks. *Packed*, 1 lb. 30/-

D2B5—"Casben" cotton-drill shorts. Side pocket, buttoned at waist with zipper fly placket. 24, 25, 26, 27, 28, 30, 32 in. waists. White, navy. *Packed* 1 lb. 26/6

PAGE 18—FARMER'S

Always quote a key number.

It's a shirt, it's a blouse, it's a jumper

OUR MORLEY 'CAVALIER' PULL-ON, 17/-



Wonderful jersey cotton

It needs no ironing

Comfort-fitting sleeves

Three refreshing colours

Weights a mere five ounces

EXCLUSIVE TO FARMER'S. WHITE, SKY OR CANARY

D12B1—Wear it any way you like—with slacks, skirts or shorts. Wear it for tennis, to the beach or while lounging. Dress it up, see how versatile our "Cavalier" can be. Ribbed at basque, sleeves, pocket-top and neckline. Sizes S.S.W., S.W., W. *Packed weight, 1 lb.* Low-priced, 17/-

Please nominate second colour preference. FARMER'S—PAGE 19

At *Farmer's*, the best-seller hats Americans love.
In softest GROSGRAIN, the newest shape a hat can be.
One, a cuffed front, the other front-swept. Both
TUG-ON CLOCHES in eight colours.

AVAILABLE IN WHITE GREY

RED JUNIOR NAVY TAN

BLACK TOAST PINK

SKY BLUE **28/6**



THE SWEEP-BOW BRIM:

D2181—The hat that all America loves! Copied exactly with a face-flattering front-sweep bow. Pull it on, let it hug your head, tempt the wind to blow it off. In pliable, easy-to-wear grosgrain. Price, **28/6**

THE CUFFED-FRONT CLOCHE:

D2182—It's the easy-to-wear grosgrain for young faces—the grosgrain Mother loves too. Pert, cuffed brim, pussy bow on one side. The timeless cloche copied from America, at Farmer's little price. **28/6**

Add the following charges for boxing and posting:
N.S.W., 3/9. Q'land, Tas., Vic., 4/11 S. Aust.,
W. Aust., 5/8.



FURNISHING BROCADE IN FOUR RICH COLOURS

Easy-to-drape **16/6** 48 inches wide

C13B1—Heavyweight, luxurious brocade for curtains, bedspreads, or interior decoration. In four brilliant colours, deep burgundy, green, rose or pastel blue. Will hang in soft folds or drape into gentle swinging curves. 48 inches wide. Please state second colour choice. *Packed, 6 ozs. per yard. Yard, 16/6*



CENTRE PANEL CURTAIN

Cream, **27/6** fringed base

C13B2—Ready to hang, centre panel curtain of cream coloured net, graceful pattern, 6 inch fringed base. $2\frac{1}{2}$ yards x 42ins. wide. *Packed, 1 lb. 27/6*



FLORAL CRETONNE

Fadeless, **10/6** three colours

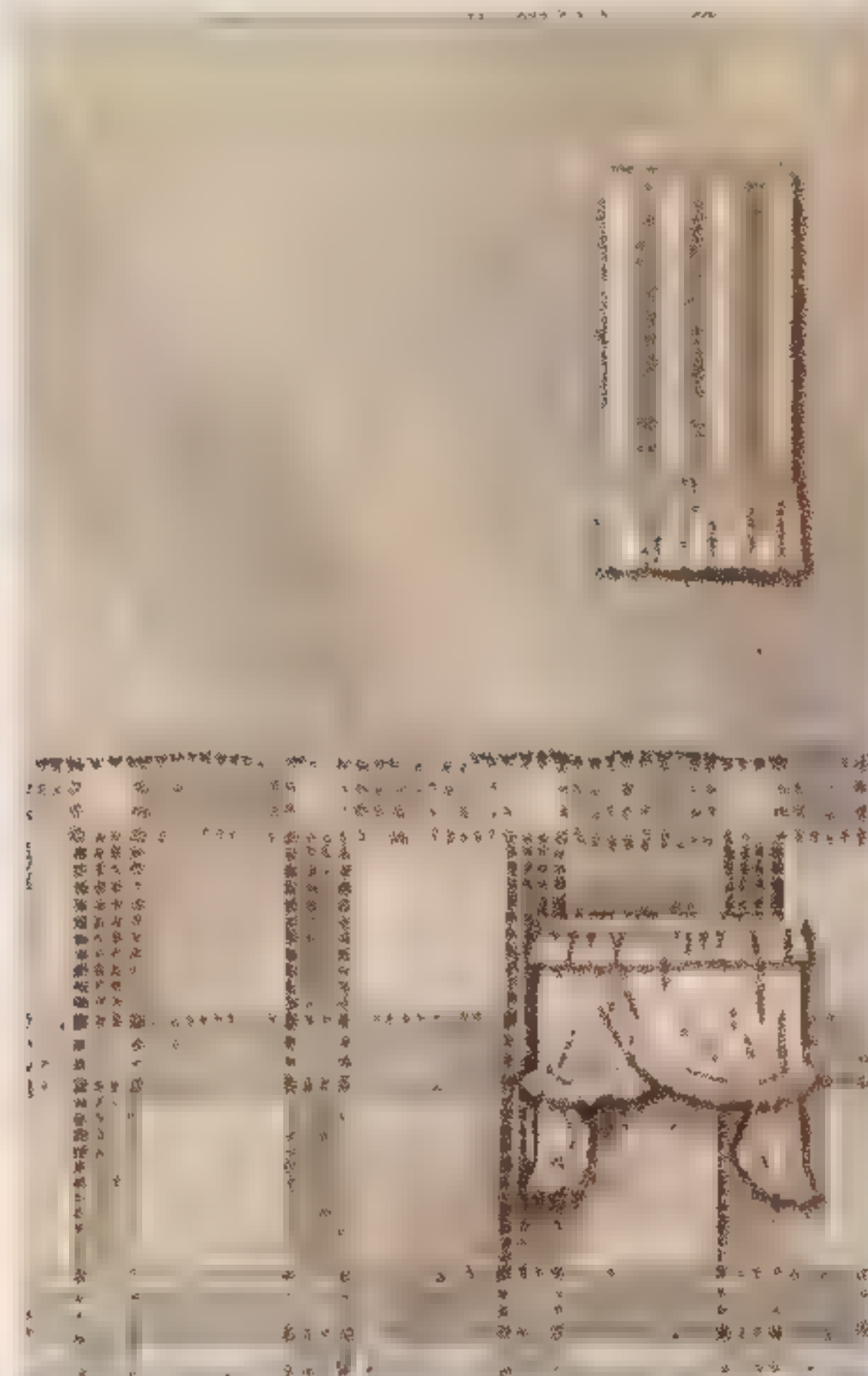
C13B3—Gay flowered cretonne in fadeless rose-bud pattern. On cream grounds with rose and burgundy, blue and rose, or autumn tones. 48ins. wide. 1 yard, *packed, 4 ozs. Yard, 10/6*



BEDSIDE LAMP, 119/6

Cream, pink, blue, green

C12B1—Thirteen inches high with scalloped lace-trimmed silk shade, hand-painted floral design. Lacquered wood base with barbola roses. Fittings attached. *Packed, 6 lbs. 119/6*



MARQUISETTE, from 4/3

C13B4 (Top)—Cream marquisette, cotton centre or crossover curtain fabric. Drapes softly. 48ins. wide. 1 yard *packed, 2 ozs. Price, per yard, 10/6*

C13B5 (Lower)—Cotton marquisette, drawn thread design. In cream, 48 inches wide. For frilly or centre curtains. 1 yard, *packed 2 ozs. Price, 4/3*



Limited quantities only, of some articles in this Book, are available at the price quoted. When new deliveries reach Farmer's from the manufacturers, prices may be slightly higher.

PICK-A-BACK CHENILLE BEDSPREAD

100 x 102 inches 196/- five colours

C7B1—Well-covered American style tufted bedspread has double-thick border, tulip design centre. Five colours; rose, blue, champagne, petal pink, beige or snowy-white. The inset shows the double-thick pick-a-back border. *Weight when packed, 10 lbs.* In two sizes, 100 x 102 inches, 196/-; or twin bed size. Price, 186/-

STURDY COTTON "JASPE" QUILT

Washable. From 32/- in four colours

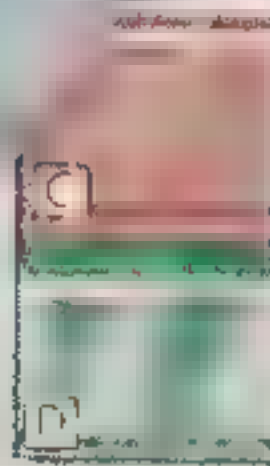
C7B2—A gay bedspread of hard-wearing strong cotton "Jaspe," long-lasting and easy to wash! A rich creamy-beige ground is 'splashed' vividly with flowers in predominating colours of green, blue, rose or gold. 2 inch solid border. *Packed weight, 4 lbs.* Size, 68 x 88 inches. Price, 32/- 78 x 98 inches. Farmer's price is 38/-



SHEET AND PILLOWCASE SETS, PASTEL BORDERS

C7B3 — Hardwearing cotton sheet sets, containing two sheets and two pillow-cases with pastel borders of blue, lemon, pink or green. *Packed weight, 8 lbs.* 70 x 100, 97/6; 90 x 100, 121/-

PAGE 22—FARMER'S

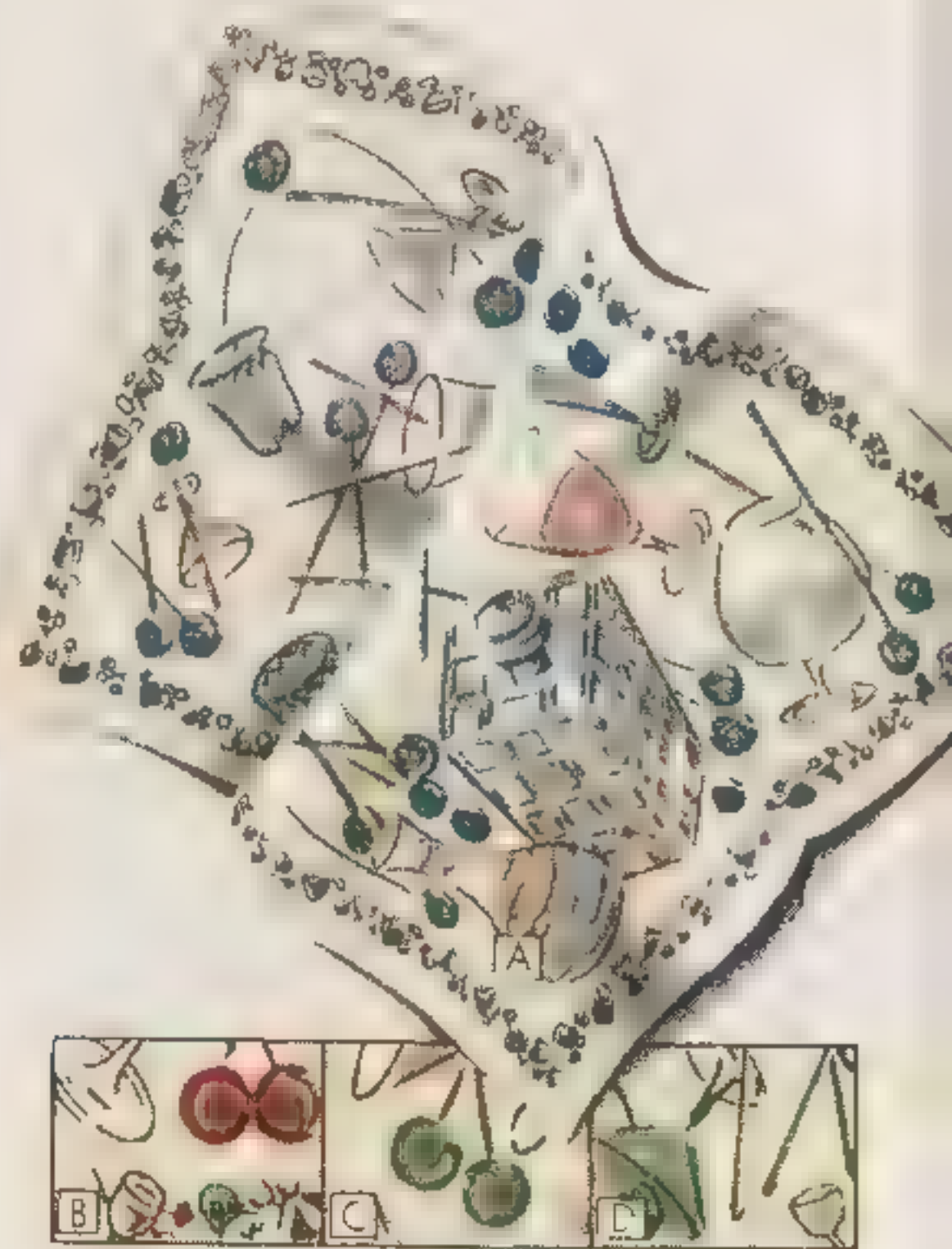


OUR OWN PASTEL TOWELS

Two sizes, four colours

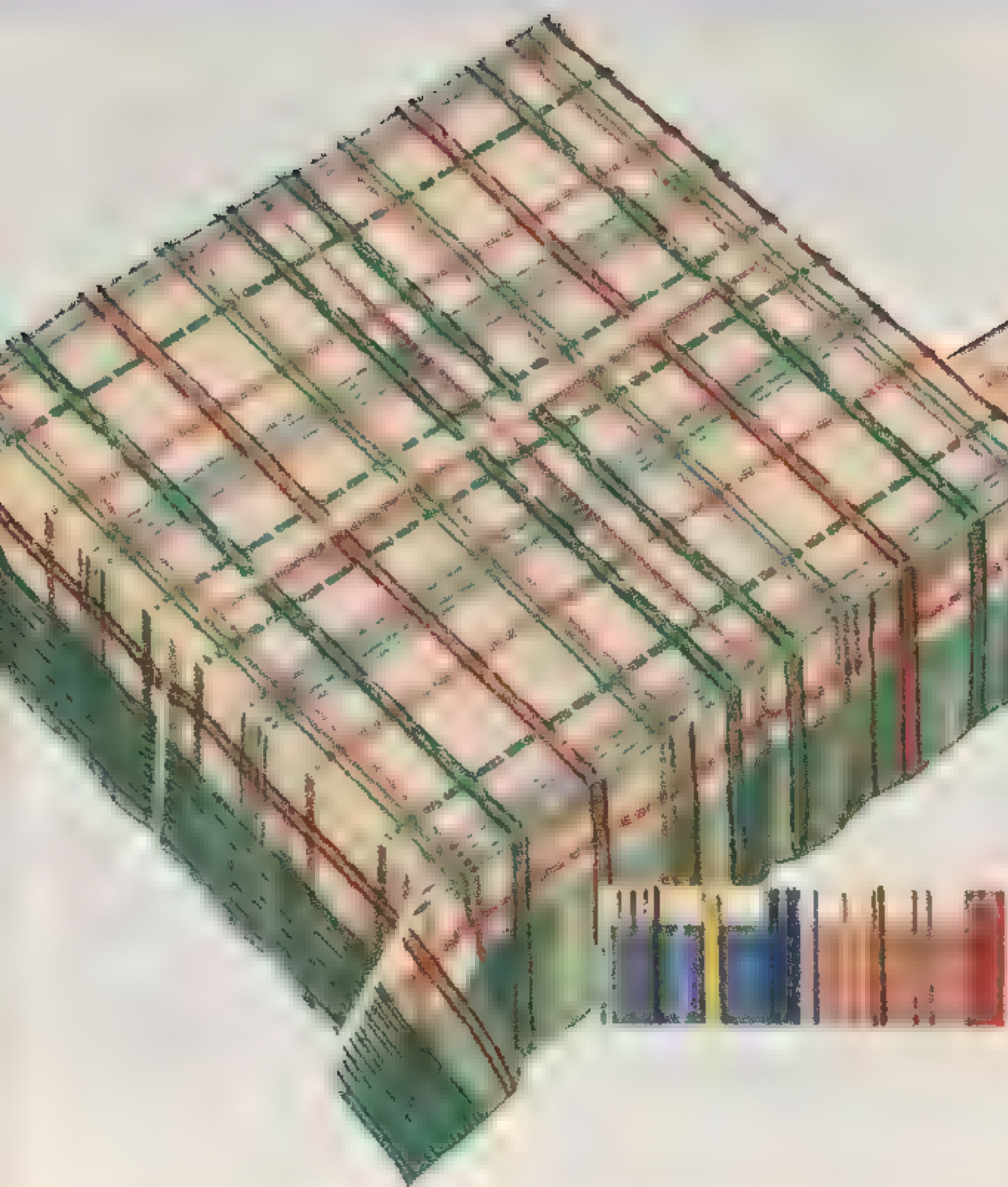
C9B1—Terry towels with contrast raised flower design. Lemon, blue, pink, green. Hemmed ends. *Packed, 12 ozs.* 16 x 24, 5/11; 24 x 48, 12/9

Please quote key numbers and include second colour choice.



PURE LINEN TEA TOWEL WITH NOVELTY DESIGN

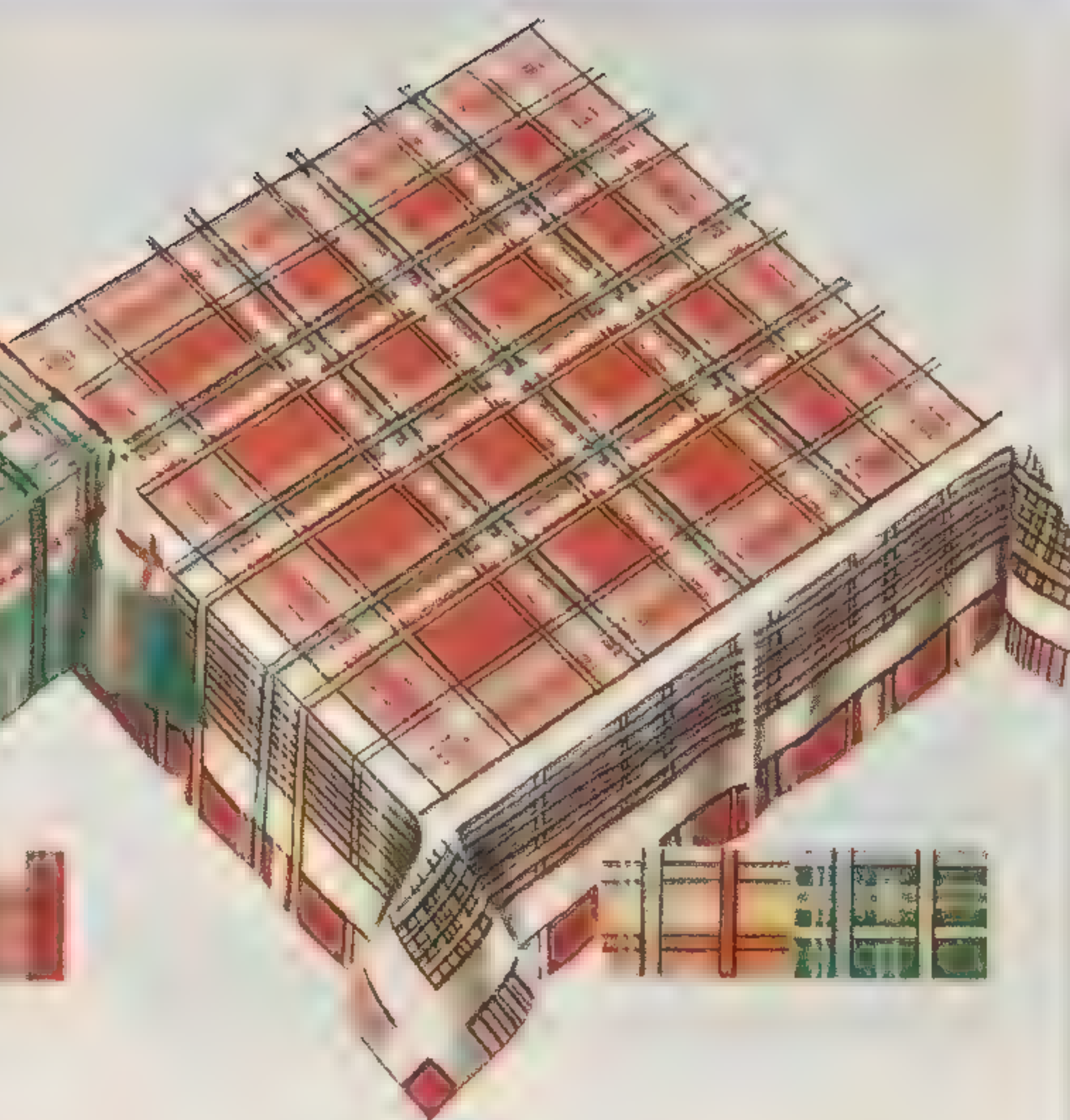
C9B2 — Colourful cocktail design tea towel of pure Irish linen. Cream grounds are printed in four bright colour combinations. *Packed weight, 4 ozs.* Size, 20 x 29 ins. 5/3



BRITISH COTTON SEERSUCKER CLOTH

Low-price **13/3** three colours

C8B1—Attractive tablecloth of sturdy, English cotton seersucker. Long-lasting, will wash and wash, wonderful because it needs no ironing. Ready-hemmed edges. Ideal breakfast cloth, bright and gay with woven-in stripe-checks of green, red or blue on a creamy ground. *Packed weight, 1 lb.* Size of cloth, 52 x 52 inches. Price, **13/3**



GAY-STRIPED BUNGALOW CLOTH

Woven stripes **23/11** gay colours

C8B2—A heavy cotton breakfast cloth, strong and long-lasting, with ready-hemmed edges. Truly gay and hospitable on any table, vividly checked with bold woven-in stripes on blue, tango, green or gold grounds. Fast colours, launders beautifully. *Packed weight 1 lb. 4 ozs.* Size of cloth, 54 x 54 inches. Low-priced at **23/11**

PLEASE STATE SECOND COLOUR CHOICE FOR ALL CLOTHS



IRISH LINEN BUNGALOW CLOTH, 35/6

Damask in three colours

C8B3—A luncheon cloth of heavyweight Irish linen that will stand many launderings. A cream leaf design on green, blue or gold grounds. Edges hemmed. *Packed, 1 lb. 8 ozs.* 54 x 54 inches. Farmer's price, **35/6**
Carriage extra on all merchandise in this book

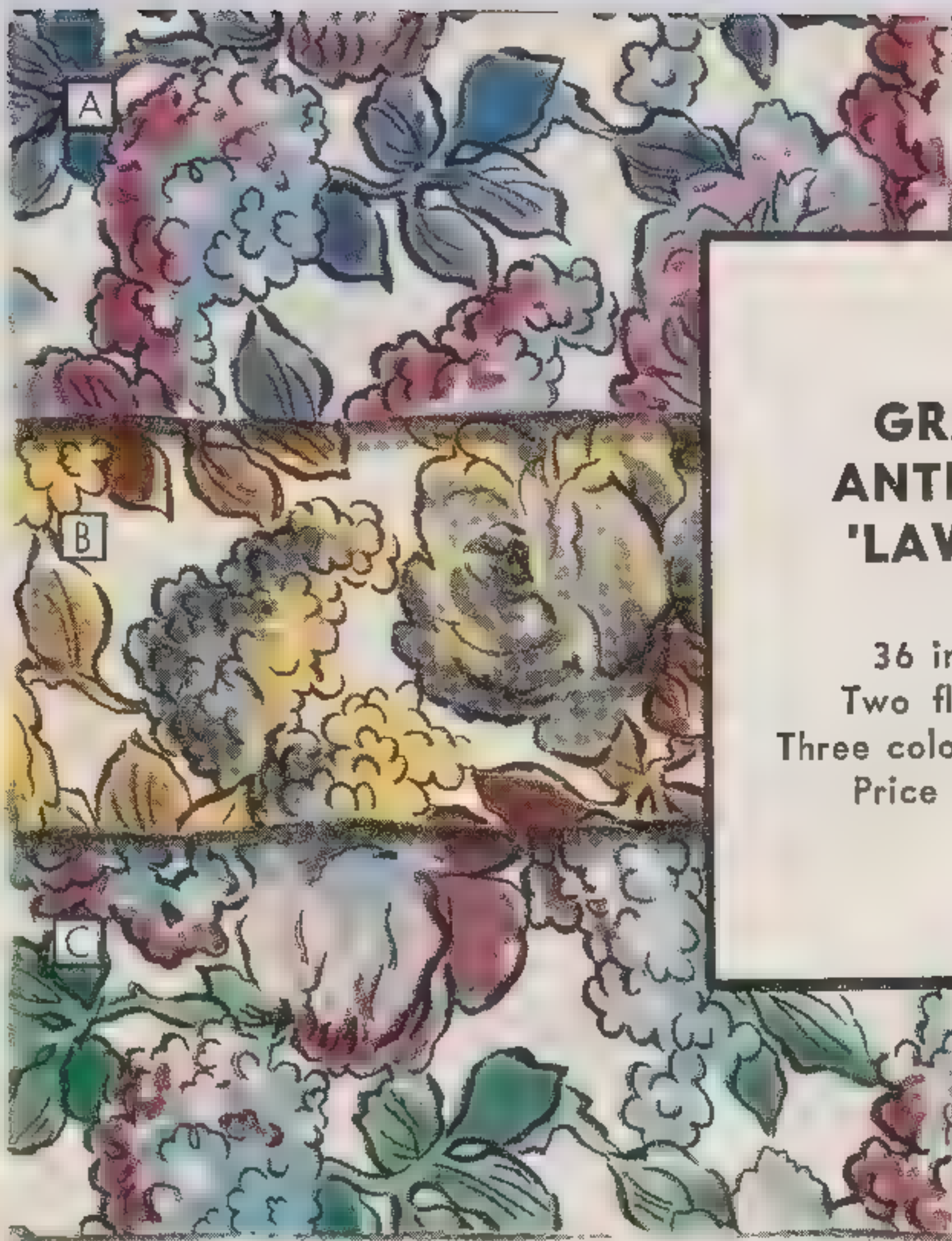


PRINTED FLORAL TABLECLOTH, 14/3

$\frac{3}{4}$ inch solid-colour border

C8B4—Vividly coloured printed floral breakfast cloth will launder and iron perfectly. Printed lavishly on cream grounds with colour borders. Hemmed edges. *Weight when packed, 1 lb.* Size, 52 x 52. Price, **14/3**

FARMER'S—PAGE 23



GRAFTON ANTI-SHRINK 'LAVENELLE'

36 inches wide.
Two floral designs.
Three colour combinations.
Price 12/6 yard

C1B1—"Lavenelle" crease-resisting anti shrink, needs very little ironing. Fast colours, retain their original brightness after constant launderings. Please state colour preference. 36 inches. 5 ozs. packed yard. Yard, 12/6

Carriage extra on all merchandise in this book.

C1B2—Brightly-toned all-over flower pattern. "Lavenelle," unconditionally guaranteed unshrinkable, fast colours. Crease-resisting, wonderful for travel. 36 inches State colour choice please. 5 ounces packed. Price, 12/6



HOYLE'S 'SUPER MERRIESPUN'

Fully guaranteed
Unshrinkable
Fast Colours

Price 6/8 yard

Illustrated left:

C1B3—From Hoyle of England come bales of this fadeless crease-resisting rayon. Non-shrink, liquid-smooth "Super Merriespun," gay-hued lavish pansy design. Three colour combinations. Please state your colour choice when ordering. 36 inches wide. Packed weight per yard, 5 ozs. 6/8

Illustrated right:

C1B4—Three colour combinations in this unusual large coin spot and flower spray design. Hoyle's rayon, crease-resisting, is unshrinkable; guaranteed fast colours always stay glowing. 36 inches wide. Please state colour preference. 5 ozs. packed. 6/8

FARMER'S—PAGE 24





GAY CHECK GINGHAMS, 8/6

Dobbie block checks
Line overchecks
← 45 inches wide

PLAID GINGHAM

36 inches wide, 7/4
Washfast—sunfast →
Four colour combinations

C5B1—English-made from strong Egyptian cotton in two different novelty thread patterns. Six fast colours. 45 inches wide. For frocks, sports and beach wear; men's and boys' shirts. State colour. 6 ozs. when packed. 8/6

C5B2—Long-lasting woven plaid check gingham in four brilliant fast colours. Launderers well, makes bright shirts for men, boys; wonderful for children, too! Please state colour preference. 36 inch. 5 ozs. packed. Yard, 7/4



Illustrated left:

'SUNBLAZE' HAIRCORD

36 inches wide, 4/9½
Five colour combinations

C5B3—"Sunblaze" haircord printed in fast colours, choose brilliants or pastels. Medium flower design, 36 inches wide. Crisp and durable for frocks, house-coats, all children's wear. Please state colour preference when ordering. Packed, yard, 5 ozs. Wonderfully low-priced; yard, 4/9½

Illustrated right:

SOFT DIMITY MUSLIN

Made in England, 6/1
Two flowered designs

C5B4—Feather-weight dimity muslin, made in England, in two designs, rose-bud or flower. Pastels, autumn or bright tonings, tiny-pin-striped. Launderers and irons easily. 36 inches wide. Please state colour preference when ordering. Packed yard, 3 ozs. One yard; Farmer's price, 6/1

FARMER'S—PAGE 25





From **40/3**

LACE TRIMS THIS "CARLOSPUN" GOWN

F3B1—Flower sprinkled, Ferguson "Carlospun" gown. Crossover bodice front and V-shaped back, trimmed with Val. lace. Skirt falls from shaped waist. Floral on pink or white. *Packed 1 lb.* Sizes S.W., W. **40/3**; O.S. **41/6**

MATCHING JACKET.

F3B2—Val. lace edged, to match above gown, or purchase separately. *Pkd. 1 lb.* S.W., W., O.S. **27/11**

From **54/11**

SATIN NIGHTGOWN IS EYELET EMBROIDERED

F3B3—English satin is fashioned by Farmer's into a tailored nightgown. Comfortable crossover bodice is gathered from waist onto yoke, daintily trimmed with eyelet embroidery and gathered Val. lace edging. Fully cut skirt for cool sleeping. Self ties at back. Blush pink. *Packed weight 1 lb.* Sizes S.W., W. **54/11**; O.S. **56/11**

From **45/6**

FLORAL "CARLISSA" HAS VAL LACE TRIM

F3B4—Easy to launder nightgown of floral Ferguson "Carlissa." Bodice trimmed with Val. lace, shaped band at waist, full, softly gathered skirt. Pastel florals on pink, blue or white. *Packed 1 lb.* S.W., W. **45/6**; O.S. **47/3**

MATCHING JACKET

F3B5—Bedjacket to match above gown or may be purchased separately. *Pkd. 8ozs.* S.W., W., O.S. **28/-**

From **23/-**

TAILORED GOWN HAS PETER PAN COLLAR

F3B6—Cloud-soft Milanese to keep you cool. Neatly tailored coffee lace trimmed Peter Pan collar and cap sleeves. Wide coffee lace panel in bodice. Front closes at neck with small ribbon bow. Bodice tucked from shaped waist, fully cut skirt. Shell-pink or ciel-blue. Launders well, irons easily. *1 lb.* S.W., W., O.S. **23/-**. X.O.S. **25/-**



27/-

**VAL-LACE TRIMMED
MILANESE NIGHTGOWN**

F3B7—Nightgown of soft milanese. Inserts, borders of coffee coloured Valenciennes lace and satin ribbon at front, back and shoulders of gathered bodice. Midriff is shaped to mould waistline. Full cut skirt is shirred at waist giving fullness at front. Easily laundered. Shell-pink, ciel-blue. *Pkd.* 14 ozs. Sizes S.W., W., O.S. Farmer's price, **27/-**

44/3

**GAY FLORAL COTTON
BAYADERE PYJAMAS**

F3B8 — Soft lightweight cotton pyjamas in floral bayadere pattern. Coat has action back, shirred from yoke to band at waist. Rever neckline, pocket and tie sash. Button down front. Trousers are full cut with elastic at waist. Cool to wear, easy to launder. Vieux-rose, blue or green. *Pkd.* weight, 12 ozs. Farmer's own. Sizes S.W., W. **44/3**

From 46/-

**PYJAMAS IN DAINTY
FLORAL "CARLOSPUN"**

F3B9 — Farmer's makes up flower splashed Ferguson's "Carlospun" into summerweight pyjamas. Roomy action-back coat is gathered from yoke to waistband. U neckline, collar edged with Val lace. Elastic at waist of amply-cut trousers. Colours: florals on pink, blue or white backgrounds. *Packed*, 1 lb. S.W., W. **46/-**. O.S. **47/6**

From 42/6

**TOM-BOY PYJAMAS
ARE EMBROIDERED**

F3B10 — Farmer's own Tom-boy style pyjamas, made from English Celanese Celshung fabric. Full cut back falls from deep yoke. Self fabric frilling accents the floral appliqued, embroidered yoke, pocket. Button down front. Generously cut trousers with elastic at waist. In peach-pink. *1 lb. packed weight*. Sizes, S.W., W. **42/6**. O.S. **44/-**

Save time. Use convenient order form on page 71.

FARMER'S—PAGE 27



FAMOUS NAME MATCHING UNDERWEAR SETS. (Buy in sets or separately if you wish)

MAYBELLE

Shell-pink, ivory or blue

Pretty glovesilk underwear set by Maybelle, has an opera-top slip and vest, dainty scantie. All lavishly trimmed with coffee lace. Slip has adjustable straps, firm fitting uplift brassiere-line, two-piece back. Elastic at waist of scantie. Glovesilk is cool and long-wearing, washes and irons well. Buy these as a set, or separately. Colours are shell-pink, ivory or blue. In sizes S.W., W., and O.S. **F7B1**, the Slip, priced **22/6**; **F7B2**, The Vest, priced at **15/-**; **F7B3**, the Scantie, priced at **15/-**

PRESTIGE "THRILLS"

All in sunglow-pink or ivory

F7B4—"Thrills," a milanese slip by Prestige, with dainty net trim and firm opera-top. Sunglow-pink or ivory. Busts, 32, 34 inches, **20/-**; 36, 38ins., **22/-**; 40, 42 inches, **24/6** **F7B5**—Net-trimmed milanese vest to match slip. Busts 32, 34 inches, **12/6** 36, 38 inches, **14/-**; 40, 42 inches, **15/9** **F7B6**—Matching milanese scantie has net trim. Seat sizes, 36, 38 ins. **12/3**; 40, 42 ins., **13/3**; 45, 47 ins., **14/9** **F7B7**—Milanese, short-leg pantie, Seat sizes, 36, 38 ins., **11/6**; 40, 42 inches, **12/9**; 45, 47 inches, **15/6**

LUCAS LOOMKNIT

Blossom-pink or ivory

Lucas loomknit ladderlock rayon-milanese. You may buy each piece separately as or a set. **F7B8** — Slip. **F7B9** — Vest. **F7B10** — Pantie.

Your number in "Lucas" slips, vests, panties	To fit bust sizes	Panties inches around seat	Price of slip	Price of vest	Price of pantie
12	33	36	24/6	12/3	12/3
14	35	37 1/2			
16	37	39			
36	40	42	25/6	15/-	13/6
38	42	44			
40	44	46			
42	46	48	27/-	16/3	15/-
44	48	50			

Our night wear
BEDTIME FASHIONS.

features cotton, lawn, chenille, cretonne in crisp-pretty
FOR THE ONE TO FOURTEEN YEAR OLDS



TWO-PIECE PYJAMAS FOR GIRLS 5 TO 14 YEARS

F15B8—Pretty floral lawn pyjamas have round frilled yoke and pouch pocket, well-cut trousers. Launder easily. Green, pink or blue. *Packed 1 lb.* Trouser lengths 28, 30, and 33 inches, **36/9**; 36, 39 and 42 inches. Price, **43/5**

CHENILLE GOWN FITS 18 MONTHS TO 12 YEARS

F15B9—Fluffy chenille in white with blue or dark blue with saxe motif. *Packed, 3 lbs.* Lengths, 24 inch, **34/6**; 27, **35/6**; 30, **38/6**; 33, **42/6**; 36, **46/6**; 39, **47/6**; 42, **51/6**; 45, **55/-**; (No motif) 48 inches, **53/-**; 50 inches, **56/6**

F15B10—**CHECK COTTON** one-piece pyjama has drop-back. Fit 18 months to 4 years. Red or blue. *Packed, 1 lb.* Lengths, 27 inches, **17/3**; 30, **18/5**; 33, **19/9**; 36, **20/5**

F15B11—**LAWN NIGHTGOWN** fits 2 to 7 years, has dainty frilled yoke and hem. Lemon, blue or pink. *Packed, 1 lb.* Lengths, 27, 30, 33 inches, **28/10**; 36, 39, 42 inches, **32/8**

F15B12—**CRETONNE GOWN** for boy 2 to 5, girl, 2 to 7 years. Nursery design on blue, green, pink or fawn. *1 lb. packed.* 27, 30, 33 inches, **40/9**; 36, 39, 42 inches, **48/6**

More girl's wear on page 32

**FARMER'S COLLECTION OF BEACH-CLOTHES
FOR THE YOUNGER SET. (1 to 15 YEARS)**

THE "TELESCOPIC" SWIMSUIT

F14B15—In floral elastic-shirred cotton, fits girls 1 to 15, *1 lb.* 1 to 3 yrs., **10/11**; 4 to 7, **13/11**; 8 to 10, **15/11**; 11 to 15, **19/11**

JANTZEN FOR GIRLS 2 TO 6

F14B16—Jantzen "Glamasheen" swimsuit fits girls 2 to 6 years. Tropic Sun (illustrated) or Star Dust, (greeny-blue). *2lbs. 29/6*

JANTZEN "GLAMASHEEN"

F14B17—Velvety "Glamasheen," fit girls 7 to 12 years. Shirred bustline, cuffed top. Star Dust or Tropic Sun. *1 lb. packed. 41/6*

STRIPED COTTON PULLOVER

F16B7—Fits 3 to 14 years. *1 lb.* Royal or red with white. Chests 22 ins., **9/11**; 24, 26, **11/-**;

F18B5—Same pullover. *1 lb. pkd.* 28, 30 inch, **11/-**; 32, **12/2**

TAILORED CESARINE SHORTS

F16B8—Cesarine shorts, fit 5 to 14 years. Blue or brown. *Packed, 1 lb.* Sizes 1 and 2 for 5 to 7 yrs.

F18B6—Sizes 3, 4, 5 for 8 to 14 years. All priced at, **17/9**

FARMER'S—PAGE 29





KHAKI DRILL **15/3**

G25B1—Sturdy overall of strong khaki drill. Double-sewn seams will stand plenty of wear for little boys' hard playing. 22 to 28in. to fit boys 5 to 8 yrs. *Packed, 2 ozs.* Price, **15/3**

BIB AND BRACE **16/9**

G25B2 — Bib-and-brace overall, seams doubly sewn, strong, long-lasting. Fadeless colours are green, navy, grey. 22 to 28in., fit boys 5 to 8 yrs. *Packed weight, 12 ozs.* Price, **16/9**

TWILL PLAYSUIT **27/11**

G25B3 — Open-neck shirt, short sleeves, two flapped patch pockets. Ranger style knickers, 2 side pockets, neat self-belt, in khaki drill. Sizes 3-6, fit boys 4-7 yrs. *Packed weight 1 lb.* **27/11**

"DACCA" DRILL **21/6**

G25B4 — Farmer's ranger style playsuits of British "Dacca" drill, strong, long-lasting. Shorts have 2 side pockets, self-belt. Sizes 3 to 6, fit 4 to 7 years. Tan, grey, blue. *1 lb. pkd.* **21/6**

Limited quantities only, of some articles in this Book, are available at the price quoted. When new deliveries reach Farmer's from the manufacturers, prices may be slightly higher.

Illustrated far left:

GAY TRAVELOGUE SHIRT

G25B5—At Farmer's alone: Travelogue shirt in loom-knitted rayon. Launderers well. Bright colours, interesting pattern. To fit boys 4 to 14 years. *Packed weight, 1 lb.* 22 to 32 inches. Price, **19/3**

"CASBEN" WALK SHORTS

G25B6—Roomy, well-cut "Casben" walk-shorts in fine quality twill with self-belt, fob, side pockets. Brown, grey or white. Fit boys 5 to 15 years. *Packed, 12 ozs.* 24 to 32 inches. **27/6**

Illustrated left:

PIRATE-STRIPED SHIRT

G25B7—Crew-necked sports shirt in British mercerised cotton. Royal/red, fawn/lemon, marine/sky-blue, sky-blue/red. 5 to 13 years. *12 ozs.* 24 inch, **15/11**; 26-28 inch, **17/3**; 30-32 inch, **18/6**

HARD-WEARING SHORTS

G25B8—Well-made khaki drill shorts, with an extended waistband and three roomy pockets, neatly pleated front. To fit boys 5 to 14 years. *Packed weight, 12 ozs.* 24 to 32 inches. **16/9**

More boy's wear on pages 80 and 81





F14B1 — TOWN SUIT in hard-wearing headcloth, will wash and iron easily. Two colour combinations to choose from, natural and brown, sailor-blue and white. Fit 2 to 5 years. *Packed, 1 lb.* Lengths, 18, 20, 22, 31/6; 24 inch, 35/-

F14B8—SOU' WES-TER. In grey, fawn, brown, white, blue, maize cotton; 2 to 5 yrs. State head size in inches. 8ozs. 7/9
F14B9 — BOY'S SHIRT in English poplin with a breast pocket. Grey, tussore or blue to fit boys 2 to 5 yrs. 8ozs. 17/6

F14B2 — CASUAL SUIT, in sturdy headcloth, the open-neck collar, cuffs, pockets are spot-trimmed. Choose from saxe-blue, or lemon, with white. *Packed weight, 1 lb.* To fit boys 2 to 4. Farmer's price, 23/- For 5 years. 24/6

F14B10 — PLAY SUIT in hard-play-ing headcloth. Casual cut. The cuffs, collar and pants in contrasting colour. Choose from lemon and brown or white and saxe. *Packed 1 lb.* To fit boys, 2 to 4 years. Price, 26/- For 5 years. 27/-

F14B3—SHIRT is striped cotton to team with knickers; in red or blue with white stripes. 8ozs. Boys, 2 to 5, 15/-
F14B4—KNICKERS of headcloth are fully lined. In shades of grey, fawn, brown. *Packed, 3 ozs.* Boys, 2 to 5 years. 16/11

F14B11 — SAILOR SUIT in headcloth with blowing whistle on a cord. Cuffs, collars and pockets are braided in true navy style. White/saxe, white/navy. *Pkd. 1 lb.* Fit 2 to 5 yrs. Sizes, 18, 20, and 22 inch. Price, 32/9 24 inch. Price, 36/6

F14B5 — HEAD-CLOTH suit takes him everywhere. In-verted pleats, stitched in colour, two poc-kets. Choose from natural, grey, maize. *Packed, 1 lb.* To fit boys 2 to 5 years. Lengths, 18, 20, and 22 inch. Price, 23/6 5 years. Price, 26/6

F14B12—COTTON JUMPER has nat-ural ground striped in red/saxe, green/brown. 20in. 13/9. 22, 24, 15/3. 26, 16/6
F14B13 — PLAY SHORTS in sturdy headcloth, blue, nat-ural or green shades. *Packed 8 ozs.* 2 to 5 years. Price, 14/3

F14B6 — GAY SHIRT for young cowboys, in cotton checks, bright colours. To fit boys, 2 to 5 yrs. *Packed, 8 ozs.* 13/6
F14B7—SHORTALL in fadeless cotton headcloth; fawn, grey and blue. *Pkd. 8ozs.* Lengths, 18, 20, 22, 11/-. 24 in. 12/6

F14B14 — KNICK-ERS in long-wear-ing headcloth styled with over-shoulder straps, fully lined. Team these with shirts. Sizes to fit boys from 2 to 5 years. Side leg mea-surement, 10, 11, 12, 13in. 8 oz. Grey, brown, fawn. 16/11

When ordering please nominate second colour preference.



HAIRCORD DRESS

F16B1—Swiss lace trims this haircord dress for girls 4 to 14 yrs. Bright multi-colour florals, full skirt. 1 lb. Lengths, 22, 24, 27 inch, with pantees to match, **76/3**
F18B1—Lengths 30, 33, 36, 39 inch (no pantees). **80/3**

PARTY DRESS

F16B2—"Belinda" dress of white voile, ribbon, Swiss lace trimmed. Girls 4 to 14 years. Length, 22, 24, 27in., with matching pantees. 1lb. packed weight. Price, **62/3**
F18B2—Without panties, 30, 33, 36, 39 ins. 1lb. pkd. **66/6**

BOLERO SUN-DRESS

F18B3 — Off-the-shoulder dress with bolero, elasticised top. Fun for square dancing. Printed cotton in red, blue, amethyst tonings, on cream grounds. Girls 7 to 14 years. Lengths, 30, 33, 36, 39 ins. 2 lb. packed weight. **54/8**

3 PIECE SUN SET

F16B3—Three-piece sun set has bra, pantee, sunfrock. Figured cotton with small pattern. Choose from blue, pink or green with Swiss lace trim. For girls 2½ to 7 years. 20, 22, 24, 27 inch lengths. 1 lb. The set, **56/3**

For girls' schoolwear, see pages 42-43



FLOWERS FOR BIG AND LITTLE SISTERS

in the same pretty sunfrocks
 Fit girls 2½ to 14 years

Cotton sun dresses, identical in every detail. Elastic shirring hugs the waist, full-cut skirt is flared. Square neckline has contrasting shoulder frills. Gay flower patterns. Packed weight of each dress 1lb.

F16B4, F16B5—These little sister sun dresses fit girls, 2½ to 7 years. Length, 20, 22, 24, 27ins. With matching panties. **42/-**

F18B4—The same pretty sun dress for big sisters, 8 to 14 years. Length, 30, 33, 36, 39 ins. No panties in these sizes. **46/6**

Each frock available in three colours as illustrated. Please state predominating colour preference.

Limited quantities only of some articles in this Book are available at the price quoted. When new deliveries reach Farmer's from the manufacturers, prices may be slightly higher.



OVERSEAS COPIES—TEENAGE "SHELL"-FLATS BY FARNSWORTH ALL AT 44/-

BLACK SUEDE COURT FLAT

E12B1—Teenage flattie in the new shell-silhouette, copied from an overseas design. Peaked front, low covered heel. Jet black suede. Sizes, 2 to 7. Packed weight, 2 lbs. Priced, 44/-

WHITE BUCK PEEP-TOE COURT

E12B2—Shell-silhouette flattie; this time a toeless dip-side court with a rounded front; covered heel. In frosty white buck. Sizes 2 to 7. Packed weight, 2 lbs. Priced, 44/-

BLACK-SUEDE, V THROAT COURT

E12B3—Slip-on shell court has a slim, pretty V-throat front. Low, comfortable heel, suede-covered. Sleek jet black suede. Sizes, 2 to 7. Packed weight, 2 lbs. Priced, 44/-

See page 76 for correct foot measuring instructions.

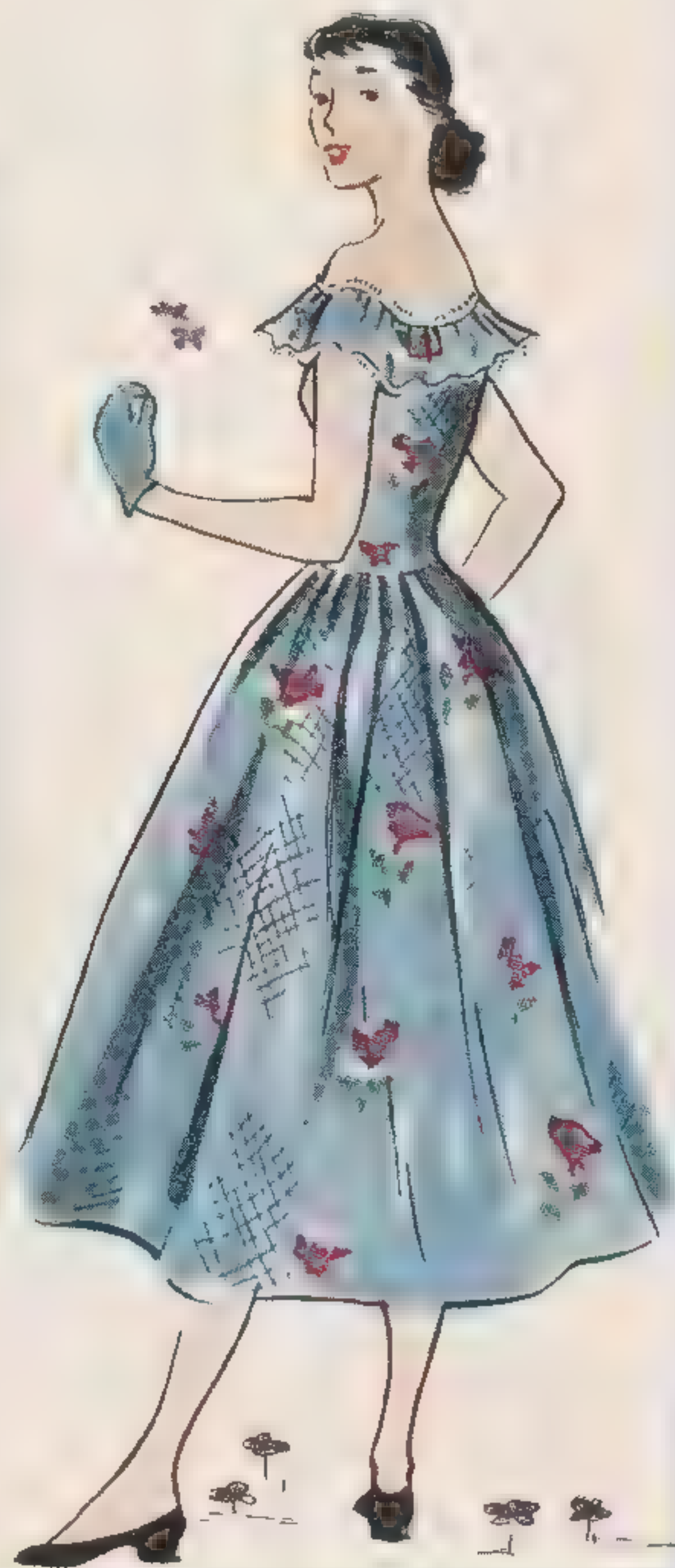


TEENS' SLIP-ON COURT OF CALF

E12B4—Gleaming supple tan calf court, has narrow bow trim. Flat heel and sole of leather. Fractional fittings, A, 5 to 9½; B, 4 to 9; C, 3½ to 8. Packed weight, 2 lbs. 53/6

TWO-TONE COURT FLATTIE

E12B5—Two-tone court of crisp frosty white buck, has tan calf cap and counter. Leather heel and sole. Fractional fittings, A, 5 to 9½; B, 4½ to 9; C, 3½ to 8. Packed weight, 2 lbs. 55/-





CALF STRIP SANDAL

AT A LOW 22/6

E8B1—Cool and airy strip sandal fashioned in soft, fine calf. Features a cross-strap vamp and rocker back, which are sturdily stitched to a solid leather sole and flat heel. In all-red or white, or red, green and yellow multi-colour. American sizes, 3½ to 8½. 3 lbs. packed. Tiny price, at **22/6**



OUR OWN FRENCH SANDAL-AND-BAG SET

SPECIALLY PRICED, 32/6

E8B2—Something new, something French. This bag-and-sandal set is in finely-woven canvas. The shoe has a compressed, flexible rubber sole and heel with cork lining; closed vamp, peep-toe and sling-back. Bag is 13 inches long, has draw-string opening, wide handle. Choose from two vivid colours in solid red or brightly striped in red, green, yellow and white. Sizes, 2 to 7. 3 lbs. when packed. Priced at, **32/6**



E9B1—Teen-age black court in wool gaberdine. Hard-wearing with leather sole and bow trim. Heel is covered with gaberdine. Black, half sizes 2 to 7. 3 lbs. packed. **25/6**

E9B2—Black gaberdine court for teenagers. Cross-strap vamp, leather sole and low, gaberdine-covered heel. So light, flexible. In half sizes 2 to 7. 3 lbs. packed weight. **26/-**

E8B3—Wedge casual shoe has cool open vamp, peep toe, sturdy leather sole. Sling-back heel, adjustable strap. In white buck or soft red calf. Sizes 2 to 7. 3 lbs. pkd. **32/-**



QUILTED SATIN COURT BY "NIELSEN," 45/6

E10B1—"Cocktail" grecian court slipper in quilted satin. Peep-toe, feather trim, cuban heel and leather sole. Fully lined with floral fabric. Rose, wine. Half sizes, 2 to 7. 2 lbs. *packed*. Price, 45/6

SLING BACK SLIPPER, QUILTED SATIN, 39/-

E10B2—"Edith" sling back court slipper by "Nielsen" in quilted satin. Has bow trim, cuban heel and leather sole. Peep-toe, in blue or wine. Half sizes, 2 to 7. 2 lbs. *when packed*. Price, pair, 39/-



Limited quantities only, of some articles in this Book are available at the prices quoted. When new deliveries reach Farmer's from the manufacturers, prices may be higher.

FLORAL MAROCAIN SLIPPER

FOR A TINY 9/11

E10B3—Seam-to-toe Albert style court slipper covered with floral marocain and fully lined in rayon. Built on a soft sole and heel for comfort. Pom-pom trim on vamp; securely stitched at the heel, bound at edges with leatherette. Floral pattern in full sizes 2 to 7. 2 lbs. *packed*. Inexpensively priced at Farmer's. 9/11



E9B6—"American Loafer" slip-on casual in soft leather. Apron-front, stitched leather sole, low heel. Flexible, light. 3 lbs. *packed*. Brown/fawn. Half sizes, 2 to 7. 23/6

E10B4—Court slipper in soft leather, built on a platform sole for cushion comfort. Semi-wedge heel, leather sole. 3 lbs. *packed*. Burgundy or black. Half sizes, 2 to 7. 39/6

E10B5—Floral marocain court slipper; semi-wedge heel, leather sole, peep-toe. Fully lined with a sturdy cotton fabric. In blue or black. Half sizes, 2 to 7. 3 lbs. *packed*. 25/6

See page 76 for correct foot-measuring instructions.

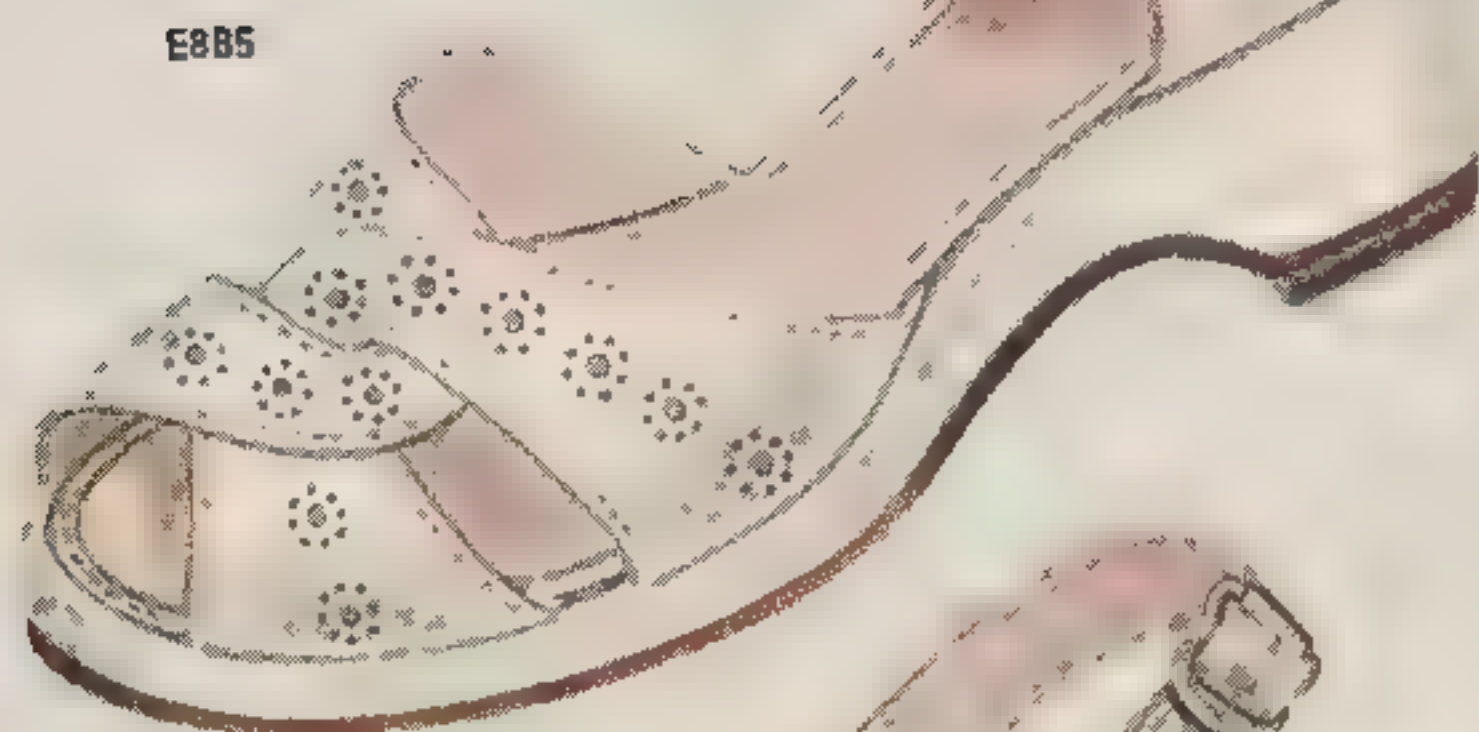
FARMER'S—PAGE 35



OUR LACED CALF SANDAL HAS A FLAT PLATFORM

Two colours **22/-** Sizes 2 to 7

E8B4—Grecian type sandal for beach or casual wear. Cool and light, laced with cord to tie around ankle. Calf covered platform. White or corn. Full sizes, 2 to 7. *Packed weight, 2 lbs.* Priced at, **22/-**



SUMMER SANDAL HAS CLOSED BACK **46/-**

E8B5—"Play Slax" sandal has a closed back, perforated vamp, leather sole, wedge heel. White buck, Windsor-tan calf, blue calf. American fittings, $3\frac{1}{2}$ to $8\frac{1}{2}$. *Packed, 2 lbs.* **46/-**

Carriage extra on all merchandise in this book.



V-THROAT CASUAL IN TWO COLOURS **53/-**

E8B6 — Carefully-crafted V-throat casual has a wedge heel, leather sole, platform. Sling-back, toeless. White buck, tan leather. AA and B American fittings. 4 to 9. *2 lbs.* **53/-**

AT FARMER'S — CASUAL FLAT-HEEL "SPORTEES"

At right:

THE TWO-TONE COURT, 36/6

E9B4—Farmer's own spectator court has sole and low heel of solid leather. Neat punching. White buck with tan or navy calf. $\frac{1}{2}$ sizes, 2 to 8. *Packed, 2 lbs.* **36/6**

Far right:

THE CREPE-SOLE CASUAL, 43/-

E9B5—Farmer's sports casual is gymiped in front, has two instep straps. Soft crepe sole and heel. In tan or navy calf. $\frac{1}{2}$ sizes, 2 to 8. *Packed, 2 lbs.* Price is, **43/-**



New Summer Courts

2 Styles - 3 Colours

Sling back		White buck
Closed heel		Black suede
		Blue suede

Light, airy summer-weight courts by "Belvedere," fashioned from finest leathers, perforated all over. Elegant in design and comfortable to walk in. Featured in both the sling-back and the closed heel type are the medium-height cuban heels, the distinctive bow trim on the vamps and the peep-toes. Wear them with tailored suits and summer frocks. Australian medium fitting, sizes 2 to 7½. American sizes 3½ to 9. 2 lbs. packed

E2B1—Sling-back court, in white buck. 67/6
Black suede or the new malta-blue suede. 75/6

E2B2—Frosty-white buck closed heel court, 65/-
new malta-blue suede or black suede 72/6



CALF 'BELVEDERE' COURT 65/-

E2B3—Classic court built with a comfortable midway heel from the finest Australian calf that polishes so well. Leather sole has extended edge. Toe-piece, vamp and heel have true craftsmanship punching and stitching. In chestnut brown. Australian medium fitting, 2 to 7½. American, 3½ to 9. 2 lbs. packed. 65/-
American Size Scale appears on page 76



KID "RELIEF DERBY" 32/-

E5B1—Farmer's own famous "Relief Derby" in soft, supple, kid. Full leather seamless lining, rubber top-piece heel and flexible leather sole. Specially built for wear in hospitals, surgeries, for support, comfort in the home and while shopping. 2 lbs. packed. Half sizes 2 to 8. Black, 32/-; brown, 38/-

FARMER'S—PAGE 37



**Farmer's versatile court, the
MEDIUM HEEL, TWO TONE, 64/6**

E6B10—Tailored court with comfortable medium heel. In soft white buck with calf toe-piece and heel. Has wall-toe, low cut vamp, non-slip heel grip. Fully lined. In tan and white or navy and white. Half sizes, 2 to 7. 3 lbs. *packed*. **64/6**

See Page 76 for foot-measuring details.



**In gaberdine, in buck, in suede
THE MEDIUM HEEL COURT SHOES AGAIN AT FARMER'S, from 60/6**



GABERDINE COURT, 68/-

E6B7—Dipside, V throat court in gaberdine, covered medium heel, peep-toe and leather sole. Fully lined throughout. Wear them with summer suits or dresses. Black or navy. $\frac{1}{2}$ sizes, 2 to 7. 3 lbs. **68/-**

PAGE 38—FARMER'S

WALL-TOE COURT

E6B8—Medium heel court shoe is fashioned from softest of leathers. Scalloped throat, cut-out vamp, wall toe. Medium heel gives comfort $\frac{1}{2}$ sizes, 2 to 7. 3 lbs. *packed*. White buck **60/6** Black suede **62/6**

BLACK SUEDE, 71/6

E6B9—Peep-toe court in handsome black suede. A classic style shoe with self bow trim on vamp, comfortable medium heel. American fittings to ensure perfect size. AA to C, $3\frac{1}{2}$ to 9. 3 lbs. *packed*. **71/6**

Carriage extra on all merchandise in this book



Tan and white or navy and white
CLASSIC TWO TONE COURT, 54/6

E6B1—Fashioned from soft white buck with calf heel, back and toe-piece. Peep-toe with a punched and gymped toe-cap. Low cut vamp and fully-lined. Tan and white or navy and white. Half sizes, 2 to 7. 2 lbs. packed weight. Price 54/6



Copy of an American model
DIPSIDE, V THROAT COURT, 61/-

E6B2—Cuban heel court with a new dipside and "V" throat. Copied from an American design in rich black or navy suede. Has graceful and elegant line. Fully lined. 2 lbs. weight when packed. In half sizes, 2 to 7. Farmer's price is 61/-



White buck with cuban heel
CLOSED HEEL SANDAL, 53/6

E6B3—A frosty-white sandal to wear with summer frocks, has cut-out vamp, closed heel and instep strap. The cuban heel is comfortable. Available in soft white buck. In half sizes, 2 to 7. 2 lbs. weight when packed. Farmer's price is 53/6

Use "Four-Point" Chart when ordering Shoes (Page 76)



Knotted vamp, cuban heel
SUMMER'S STRIP SANDAL, 47/-

E6B4—Cool and light, this white buck strip sandal has a knotted vamp and cuban heel. Sturdily made on a graceful line and comfortable last. Wear them with summer dresses. Half sizes, 2 to 7. 2 lbs. packed weight. Farmer's price 47/-

FARMER'S—PAGE 39



"Paddle's" selected leather soles mean important added flexibility

Three styles by "PADDLE" in supple calf with three widths to each half size

LACE-UP DERBY, from 22'6

E11B1—"Baby Mocc" derby by "Paddle" is in soft, long-wearing calf, flexible leather sole and heel. Elongated heel gives firm support to growing feet. In three fittings, C, D, E. Tan. 2 lbs. packed. Half sizes 2 to 6½, 22/6. 7 to 8½, 27/-

CUT-OUT SANDAL, from 22'6

E11B2—"Baby Mocc" summer sandal, built by "Paddle" from supple calf. Flexible leather sole and elongated heel. Gives firm and comfortable support. In tan calf, three fittings, C, D, and E. 2 lbs. packed. 2 to 6½, 22/6. 7 to 8½, 27/-

LACED DERBY, from 27'6

E11B3—"Minor Mocc" is a grown-up version of "Baby Mocc," built from a sturdy calf to stand wear and tear. Sewn mocc front is laced; leather sole, heel. Tan calf, three fittings C, D, E. 2 lbs. packed. 9 to 10½, 27/- 11 to 12½, 31/-



STRAP SANDAL, from 25'6

E11B4—Slip-lasted sandal has cross strap vamp and open back. Built on a platform leather sole and wedge heel. In white buck, tan calf. 2 lbs. packed. Half sizes, 7 to 10½, 25/6. Sizes 11 to 1, Price 26/6
E4B1—Also in silver kid 2 to 7. 46/-

TAN CALF SANDAL, from 26'6

E11B5—Calf sandal features new "Wear-ite" sole which outwears any other. Upper is in sturdy calf, built on "Goodman" last, giving ample toe room for growing youngsters. In tan calf. 2 lbs. pkd. Half sizes, 7 to 10½, 26/- 11 to 1½, Price 28/6

"PADDLE" SANDAL, from 26'6

E11B6—Cool summer "Paddle" sandal, built on stitch-down process, leather sole and heel. Cut-out vamp and adjustable strap across instep. Sole, heel are repairable. In white buck, 2 lbs. packed. Half sizes, 7 to 10½, 26/- Sizes 11 to 1, 30/-



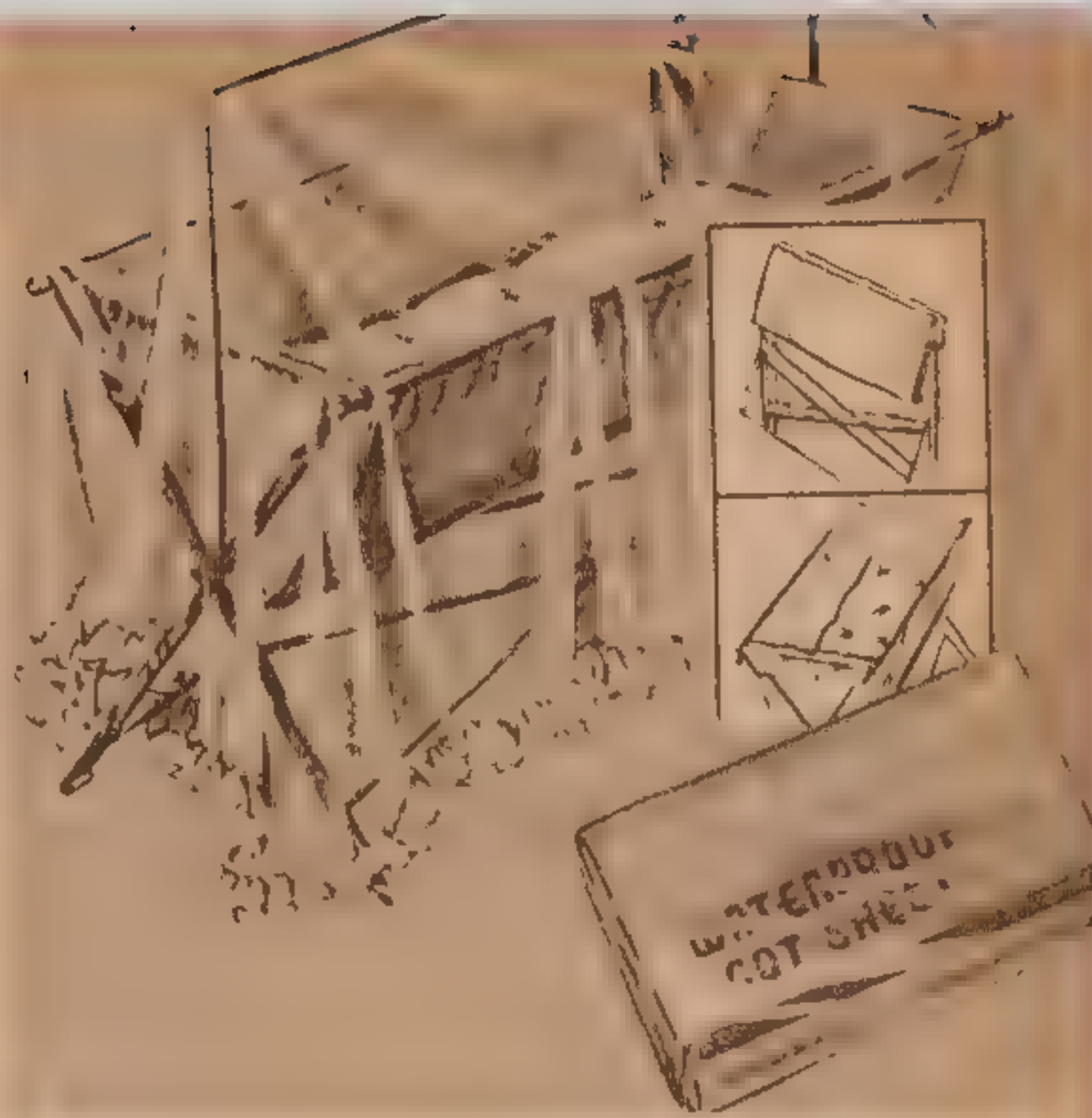
BABY'S SEAT FOR CAR METAL FRAME, 44/6

F13B1—To attach to car seat, baby's seat of hard-wearing coloured canvas. Adjustable arms to fit all size car seats. Enamelled metal frame. Folds flat when not in use. 6 lbs. when packed. Priced at 44/6



NOVEL DRINKING MUG, ENGLISH MADE, 6/11

F13B2—Imported from England, merry-go-round cup of easy-to-clean plastic, animals that run around in a bubble as baby sips. Fascinating way for drinking milk, orange juice. Many pastels. Pkd. 2 lbs. 6/11



F13B3—Strongly made enamelled metal frame cosy-bye, detachable calico body. Portable type, 38 x 20ins. Packed, 14 lbs. 34/-

F13B4—Java kapok mattress, to fit cosy-by. Packed, 2 lbs. 24/6

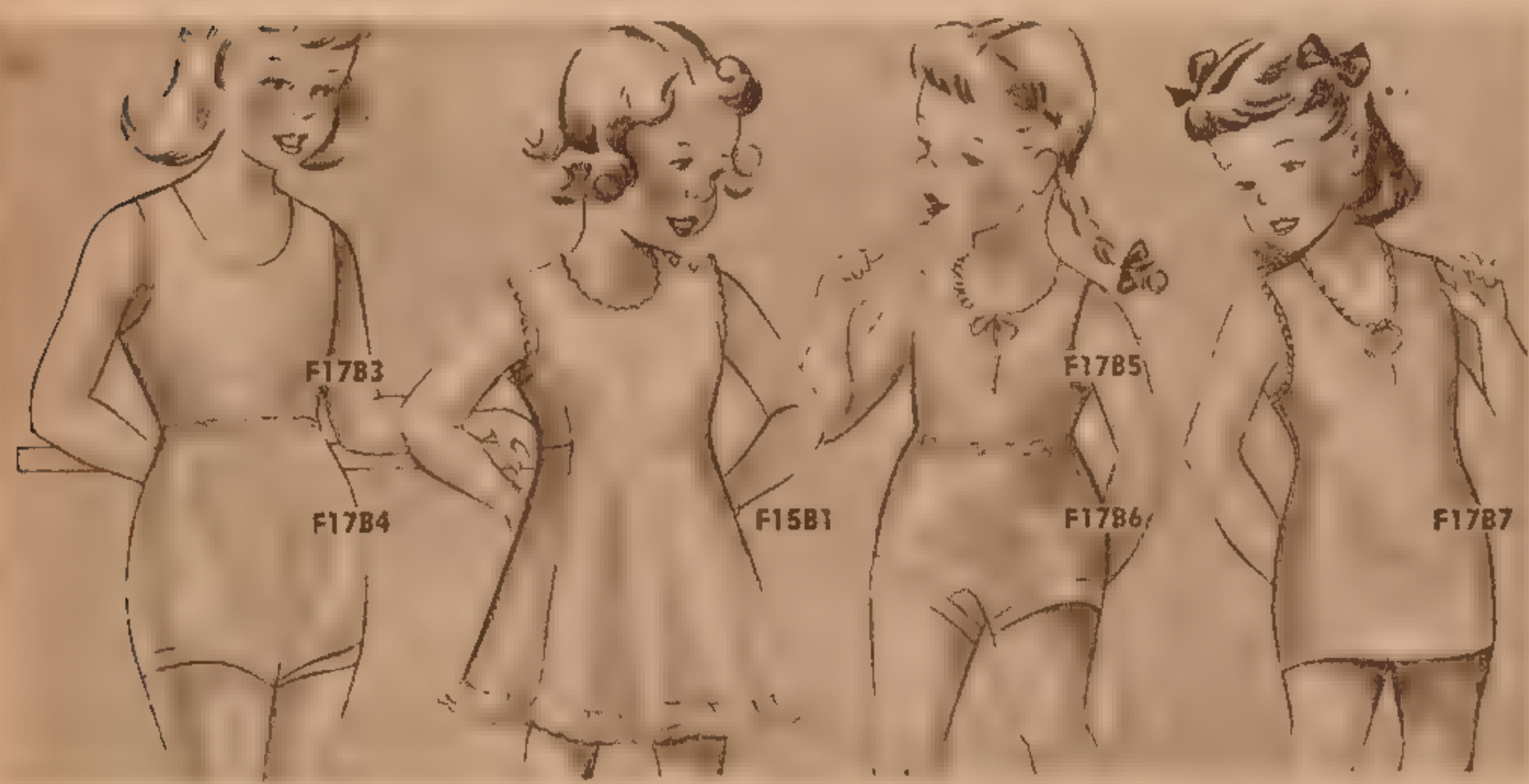
F13B5—Mosquito or fly net of strong, fine mesh, 90 x 72 inches. In white with a frill around edges. Packed weight, 1 lb. 39/6

F13B6—Sterilised chaff mattress, fits cosy-bye. Packed, 6 lbs. 9/-

F13B7—Chaff pillow to match. Packed weight, 2 lbs. Price, 2/9

F13B8—Waterproof plastic cot sheet. 36 x 24ins. Packed 1/2 lb. 4/11

Save time. Use convenient Order Form on page 71 Always quote a key number when ordering.



LACE-TRIM PANTIE

F17B7—Panties in peach, white milanese dainty lin. lace edges at legs. 6 ozs. 1, 2 yrs, 6/3; 3, 4, 6/5; 5, 6, 6/7; 7, 8, 6/9; 9, 10, 7/2; 11 to 14 years, 7/6

VEST, SNUG PANTIE

F17B3—Round-neck milanese vest, white, peach. Pkd. 6ozs. 1 to 2 yrs. 4/1; 3 to 6, 4/5; 7 to 10, 5/1; 11 to 12 yrs. 5/5
F17B4—Milanese pantie, firm elastic at waist. 6ozs. 1 to 2 yrs. 4/5; 3 to 4 yrs. 4/7; 5 to 6 years, 4/10; 7 to 8 years, 5/-; 9 to 10 years, 5/6; 11 to 14 years. Priced at 5/9

More Children's Wear on Page 46

WHITE LAWN SLIP

F15B1—A slip of fine white lawn to fit girls 2 to 14 years. Prettied with lace edging at neck, arms; frill at hem is also trimmed, wears, washes well. Embroidered yoke, full flared skirt. Packed weight, 8 ozs. 18, 20, 22 inches, 17/3; 24, 27, 17/11; 30, 33, 36, 20/-; 39, and 42 inches. Price, 21/6

COTTON VEST, BRIEF

F17B5—White "Lincoln" cotton vest. 8 ozs. 1 to 8 mths., 2/6; 9 to 15 mths. 2/9; 16 mths. to 2 yrs. 2/10; 3, 3/1; 4 to 5, 3/2; 6 to 7, 3/7; 8 to 9, 3/10; 10-11, 4/1; 12-13, 4/4; 14 yrs., 4/6. **F17B6**—Boilable cotton briefs. 6 ozs. 1 yr., 4/-; 2, 3, 4/4; 4, 5, 4/9; 6, 7, 5/2; 8 and 9, 5/5; 10 to 12, 6/-

RIBBED COTTON VEST

F17B7—White ribbed cotton vest, rounded neck with drawstring to adjust long wearing. Laundered well. Packed 8 ozs. 1 to 8 mths., 1/11; 9 to 15 months, 2/-; 16 months to 2 years, 2/1; 3 years, 2/2; 4 years, 2/3; 5 years, 2/4; 6 years, 2/5; 7 to 8 years, 2/7; 9 to 10 years. Price, 2/10

FARMER'S—PAGE 41



FARMER'S OWN

The double-life tunic in three fabrics . .

DOUBLE-BREASTED TUNIC

G23B1 — "Cranford's" double-breasted navy "Cesarine" tunic has two inverted pleats back and front, 3in. hem for lengthening. 2 lbs. packed. Lengths, 24in. **23/-**; 27, **24/6**; 30, **26/-**; 33, **27/-**; 36, **28/6**; 39, **30/6**; 42, **32/6**; and 44, **34/6**

G23B2 — White British cotton blouse has neat Peter Pan collar, band at waist. Can be worn with skirt or tunic. Busts 22 to 34 inches. Packed weight, 8 ozs. **14/11**

Weight quoted is weight of garment packed for despatch. Carriage extra on all merchandise in this book

TUNIC OF 'INGOLA' FABRIC

G23B3 — "Cranford" summer tunic now made in light-weight "Ingola." 3 box pleats back, front. 3in. hem, wide seams. Packed, 2 lbs. Lengths, 22 inch, **44/6**; 24, **47/-**; 27, **48/6**; 30, **51/-**; 33, **53/6**; 36, **59/6**; 39, **62/6**; 42, **65/-**; and 44, **67/6**

G23B4 — Tailored shirt blouse in British cotton, well-fitting collar, taped waist, yoke back, pocket is buttoned. Busts, 24 to 38 ins. White. Packed, 8 ozs. **16/11**

BOX-PLEATED 'CESARINE'

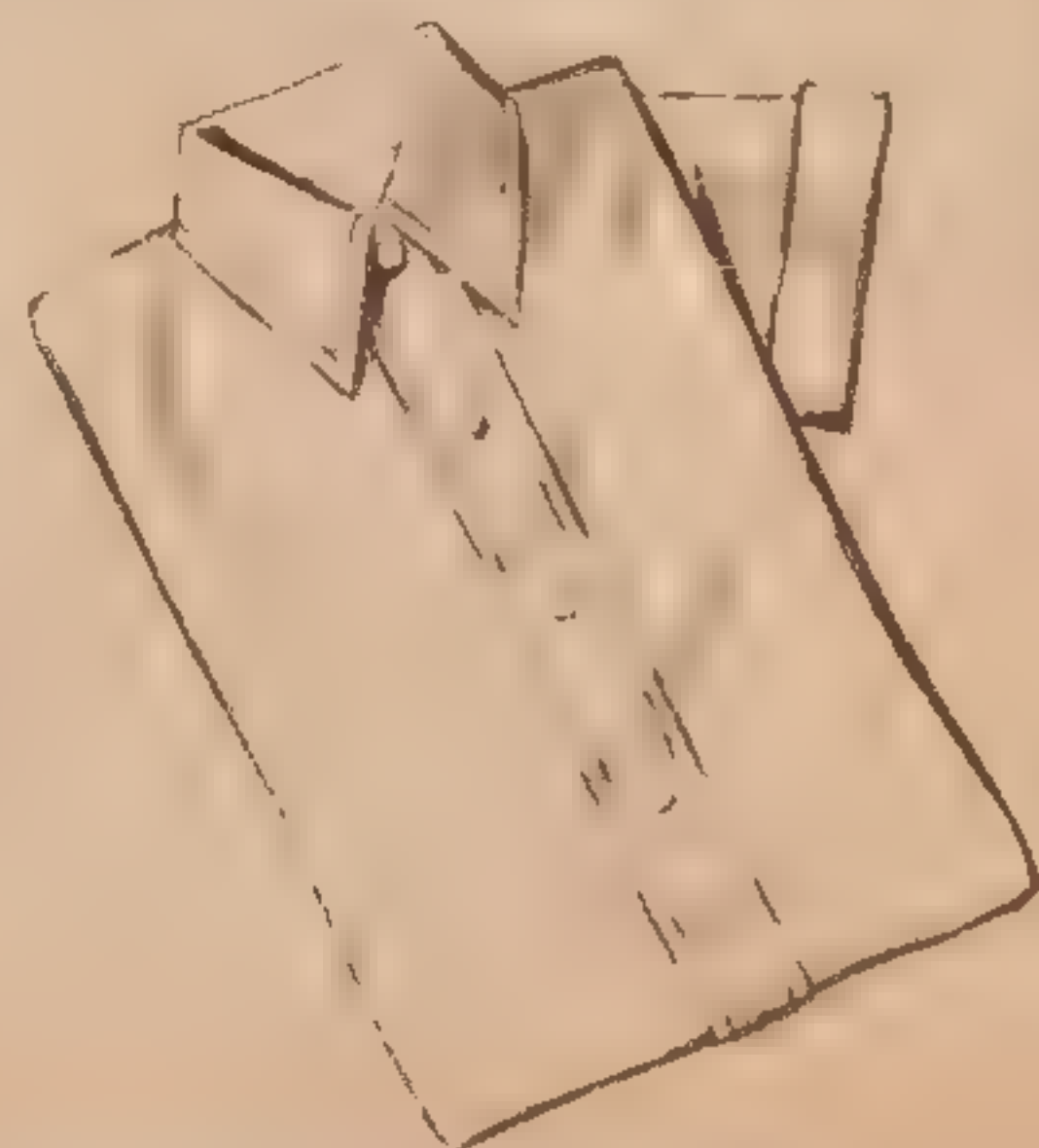
G23B5 — "Cranford" regulation tunic of navy "Cesarine" has a generous 3 inch hem for lengthening; 3 box pleats front and back. 2 lbs. Lengths, 22 inch, **25/6**; 24, **27/-**; 27, **28/-**; 30, **29/6**; 33, **31/-**; 36, **32/6**; 39, **34/6**; 42, **36/6**; 44, **38/6**

G23B6 — Convertible-type blouse, wear with neck open or with tie as illustrated. White cotton, taped waist, pocket. Busts 24 to 38ins. Packed weight, 8ozs. **15/11**

COTTON SHIRT-BLOUSE HAS TAPED WAIST

G23B8 — White cotton shirt-blouse, cool short sleeves, has a neat-fitting collar, cuffed sleeves and taped waist, to prevent garment from "riding up." Wear it with a skirt or tunic. Busts 24 to 38 ins. Packed, 8 ozs. **15/11**

G23B7 — Regulation navy bloomer of long-lasting hair-cord for school and sports wear. Cut to stand constant action. Firm-fitting elastic at waist and legs. 8 ozs. packed. Lengths 10, 12, 14, **9/-**; 16, 18 and 20, **9/8**





Carriage extra on all merchandise in this book

"INDIANA" FABRIC RAINCOAT

G23B9—Girls' navy blue raincoat, light-weight waterproof "Indiana." Belted, two pockets, hood attached for added protection. *Pkd. 2 lb.* Lgths. 28 inches **44/6**; 30, **46/6**; 32, **48/6**; 34, **50/6**; 36, **54/6**; 38, **56/6**; 40, **59/6**; 42, **61/6**; 44, **63/6**

G23B10—Girls' overall of long-wearing navy, "Cesarine." Crossover style, sleeveless and has a generous 3 inch hem for lengthening. Protects tunic, keeps it clean. *Packed, 1 lb.* Lengths, 30, 33, 36, **29/6**; 39, 42, 44 inches. **31/6**

G23B11—Tailored blazer of navy flannel has 3 big pockets, generous hem on sleeves for lengthening. *Packed 2 lbs.* Busts, 24 inch, **44/-**; 26, **47/-**; 28, **49/6**; 30, **52/6**; 32, **55/-**; 34 **58/6**; 36, **60/6**; and 38 inches. Price, **63/6**



Childs' plain lisle socks, from **3/9**

B4B1—Light-weight ribbed lisle socks for hot summer days, coloured striped tops, interwoven design. Reinforced heel and toe. White, grey, blue, lemon, fawn. *Packed weight, 2 ozs.* Sizes 3 to 5, **3/9**; size 6 to 8, **4/3**; size 9 to 10. Price, **4/9**

Please see page 75 for new Freight Instructions.

Ribbed turnover lisle, from **4/1**

B4B2—Children's ankle socks in plain lisle, have a neat ribbed turnover top. Suitable for boys or girls. Available in colours of white, fawn, grey or black. *Packed weight, 2 ozs.* Sizes 3 to 5, **4/1**; 6 to 8, **4/6**; 9 and 10. Price, **4/10**

In lacy rayon and lisle, from **4/1**

B4B3—Airy-cool lacy design socks for children. Rayon and lisle mixture, have a plain turnover top. Inset shows close-up of pattern. Available in snow-white, pink, blue, fawn, lemon. *Packed, 2 ozs.* Sizes 3 to 5, **4/1**; 6 to 8, **4/6**; 9 and 10, **4/10**.

FARMER'S—PAGE 43



UTILITY "GLAMOURALLS" COTTON TWILL FROM 33/-

F587—Bib-and-brace "Glamouralls" built from sturdy drill that will take all the hard wear. Suitable for all purposes, adjustable shoulder strap and waist-band; two side pockets and one breast pocket. All the seams are double sewn with a strong contrasting cotton thread for added strength. To fit waists 26, 28, 30 and 32 inch. 2 lbs packed. Saxe blue, 33/-. Khaki. Price, 35/-

OPEN NECK COTTON SHIRT.

F1887—Bright check cotton shirt to wear under your "Glamouralls" has open neck and short sleeves. Red check on grey ground. 32 and 34 in. busts. 1 lb. 23/9

PAGE 44—FARMER'S



Plastic bib apron, 6/9

Proofed satin apron, 6/6



Bib-front apron, 8/7

Cotton apron, 8/9

Plastic bib apron, 6/9

F181—Bib-front plastic apron is waterproof, fadeless and easy-to-clean. Plain frill on floral plastic. Straps over shoulder, tie at waist. Pink, blue, white. 8 ozs. *pkd.* 6/9

Proofed satin apron, 6/6

F182—Rubberised satin half apron for parties and afternoon teas. Soft pastel shades, floral pattern printed on front. Tie at waist. Frill around edge. 8 ozs. *packed.* 6/6

Bib-front satin apron, 8/7

F183—Full bib-front apron, rubberised satin. Sturdily made, looks light and dainty. Soft pastel shade, floral design. Tie at back, strap over shoulder. 8 ozs. *packed.* 8/7

Floral cotton apron, 8/9

F184—Cotton apron, small floral design. High front trimmed with contrasting binding. Multi-colour floral, printed on hard-wearing cotton. W., O.S. 8 ozs. *packed.* 8/9

Carriage extra on all merchandise in this book



F9B1

F9B2

F9B3

QUILTED PLASTIC

F9B1—Roomy beach bag, quilted plastic, waterproof. Draw-string top. Lined with plain plastic, strongly stitched and finished. Measures 14 x 11 ins. Sky-blue, red, green or white. *Packed weight, 1 lb. 13/11*

DRAWSTRING BAG

F9B2—Waterproof canvas beach bag, drawstring top. Strong, long-lasting fabric that will stand constant use. 12x10ins. Striped top, plain base. Red, navy, green or saxe-blue with white stripes. *Packed 1 lb. 16/11*

SEA-DESIGN BAG

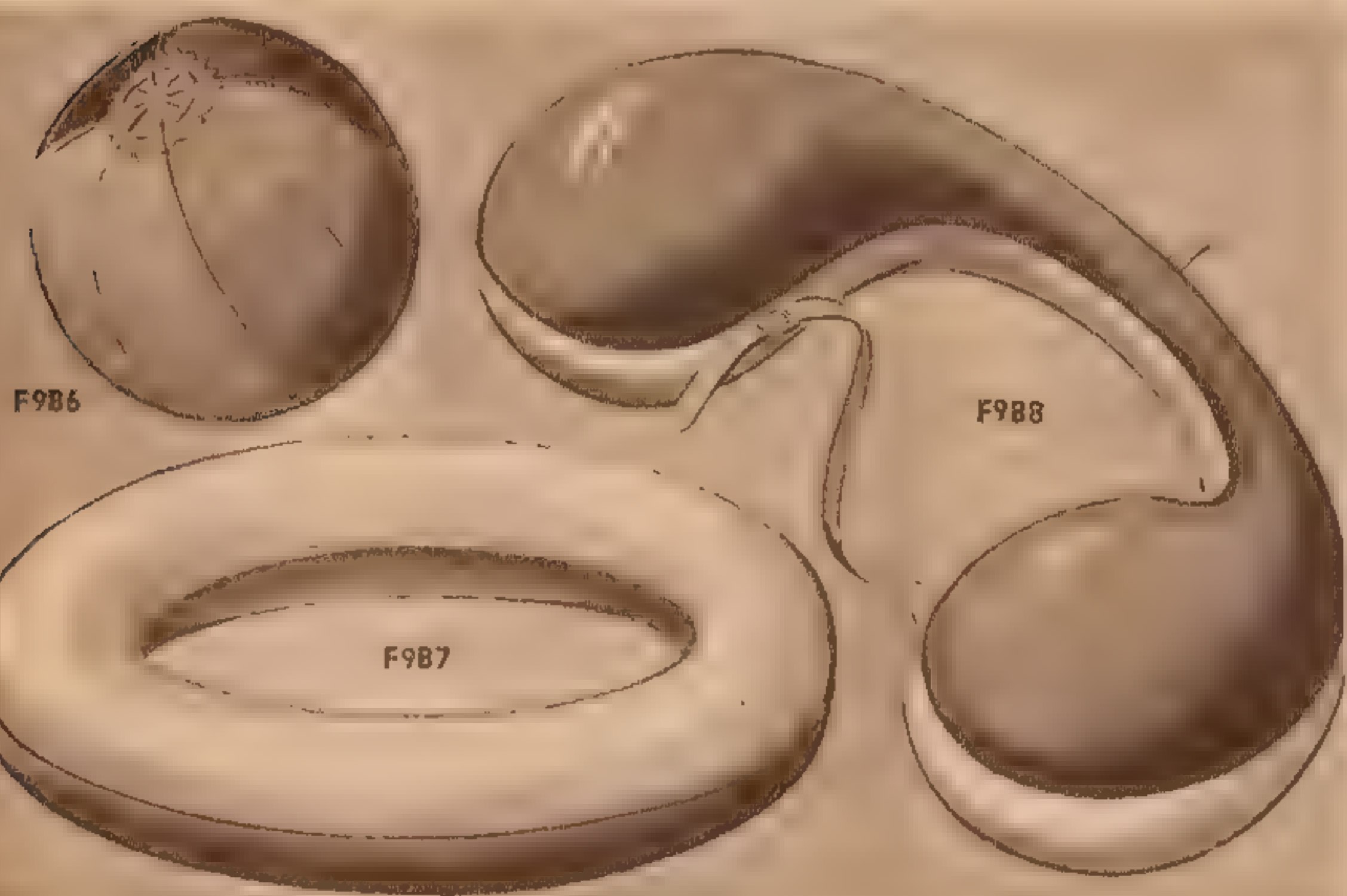
F9B3—Rubberised cotton beach bag, deep and roomy, strong drawstring top. 15 x 11 ins. Sturdy metal eyelets. Fish, anchor, yacht and palm tree design in red, rose or green colourings. *Packed weight, 1 lb. 10/-*

**KNITTED TERRY
BEACH COAT****71/6**

F9B4 — Short-sleeve knitted terry beach coat, wonderfully light-weight yet warm for after bathing or walking to and from beach. Lastex shirred waistline, button front, two slit pockets at side. S.S.W., S.W., W. Foam-white. *Packed, 2½ lbs. 71/6*

BRITISH RUBBER CAP

F9B5—White rubber bathing cap. Medium, large. 4 ozs. 5/6



F9B6

F9B8

F9B7

ENGLISH RUBBER BEACH BALL

F9B6—Beach ball of strong rubber, made in England. Long-lasting and bounces well. 9ins. Fun for water and sand. Three colour combinations. ½ lb. *packed, 7/11*

GAILY-COLOURED WATER RING

F9B7—Rubber water ring, strong, well made. Will assist children to swim, keep them afloat. Two colour combinations. Easy to inflate. *Packed weight, ½ lb. 9/11*

STURDY RUBBER WATER WINGS

F9B8—Sturdy, English-made rubber water wings, easily inflated. Children up to 10 years will find them a great asset while learning to swim. *Packed, ½ lb 12/6*

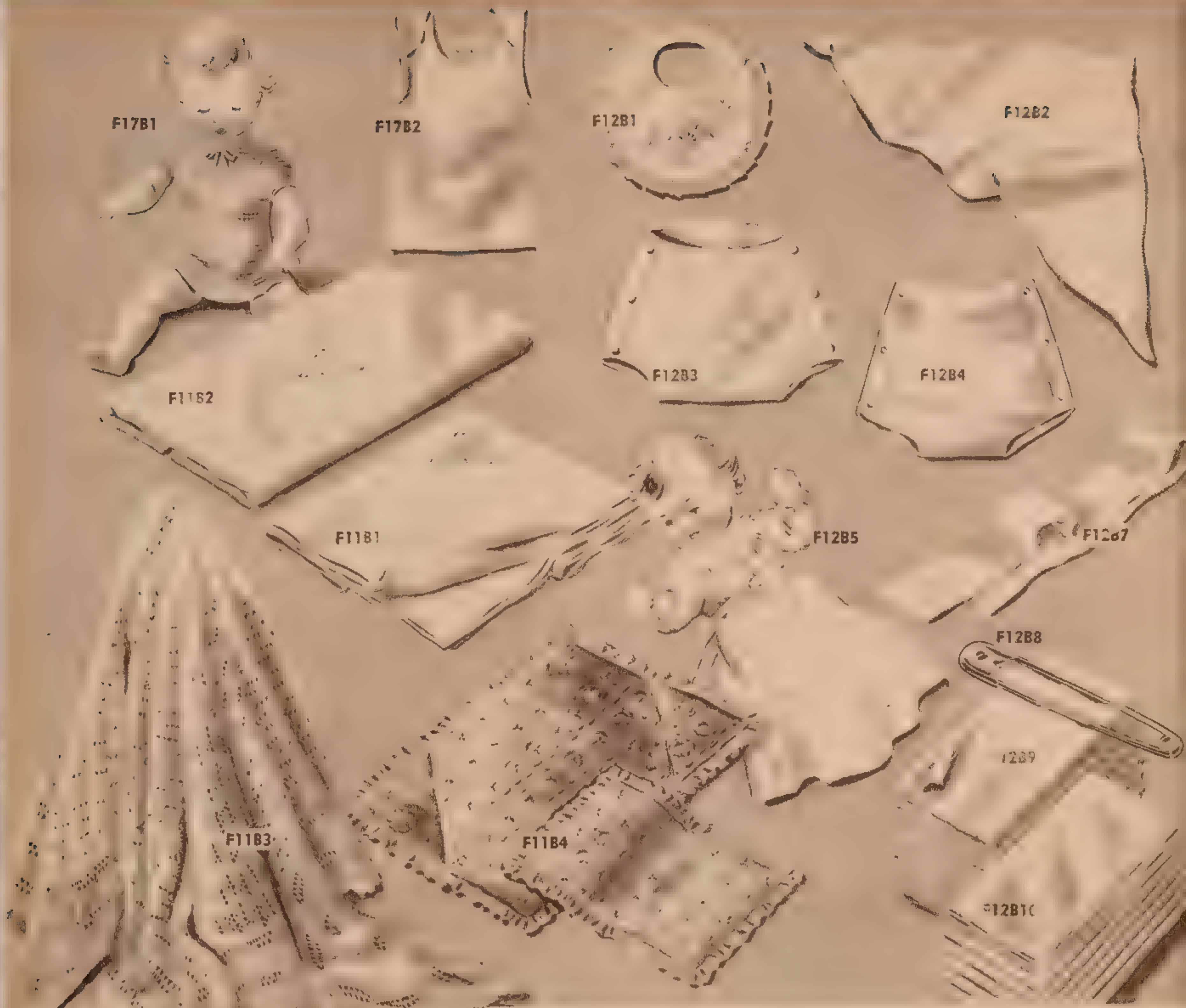
'CASBEN' TAILORED SHORTS

F9B9—Tailored shorts by Casben, British drill. Perfectly-cut to slim your hips. Fob pocket, neat waistband. 24 to 32in. waists. Crisp white. *Packed weight, ½ lb. 26/6*

FARMER'S—PAGE 45



F9B9



Farmer's selects babywear in long-lasting fabrics
LAYETTE PIECES TO FIT UP TO FIFTEEN MONTHS

F17B1—BABY'S SINGLET of soft cream ribbed wool, rayon mixture, drawstring neck. 4 ozs. *packed weight*. 1 to 11 months, **4/2**; 1 to 2 yrs. **5/1**

F11B2 — CUDDLE SHAWL, home or hospital use. Of cream suede-finish British flannelette. Nursery motif 36 x 40 ins. *Packed 2 lbs.* **11/8**

F12B5—CREAM "VIYELLA" NIGHTGOWN. Scalloped neck, cuff, embroidered yoke. Fits to 15 months. 10ozs. **27/3**
F12B6—In flannelette, **12/3**

F11B3—CARRYING SHAWL to keep for those special outings. Shawl features a wide lace-like border, and knitted chevron centre. In wool and rayon mixture. Easy to launder. In cream only. Size 54 x 54 inches. *Packed weight 1 lb.* Price, **39/6**
 PAGE 46—FARMER'S

F17B2 — BOND'S "NEVER-SHRINK" vest, white cotton. Boilable, reinforced at side for napkin pinning. Fit 1 to 18 months. *Packed 5ozs.* **3/10**

F11B1 — CUDDLE SHAWL, cream all wool "Doctor" flannel. Animal motif in corner. Non-shrink. Oversewn edges. 36 x 40ins. *Packed 2 lbs.* **19/6**

F12B7—BINDER of all-wool "Doctor" flannel for new babies. *Packed, 10 ozs.* **3/5**
F12B8—NAPKIN PINS in extra large size. 4 for. **6d**

F12B1—INFANT'S BIB. From France comes this bib, with net and embroidered trim. In sky-blue, pale-pink or white. *Packed weight, 4 ozs.* **4/6**

F12B3—"SNAPKINS" waterproof lined milanese pilcher. Sky, pink, white. Snap-studs for napkin change. 1 to 18 months. *Packed, 1 lb.* **8/1**

F12B9—NAPKIN SQUARES of English terry-towelling. Soft, absorbent, will not chafe baby. Firm edges. 24 x 24ins. *Packed, 5 lbs. Dozen,* **52/-**

F11B4—QUILTED SATIN PRAM SET comes in three colours, baby-pink, sky-blue, snow-white. Finely stitched, thickly quilted, satin frilled edges. Pram cover measures 18 x 23 inches. Pillow cover 14 x 18 inches. Pillow envelope style. *Packed 2 lbs.* **34/6**
Carriage extra on all merchandise in this book

F12B2 — ALL WOOL TRI-ANGLE of "Doctor" flannel for use over napkins. Non-shrink, absorbent. Fit infants to 15 months. *Pkd. 6ozs.* **6/11**

F12B4—FLANNEL PILCHER. Cream double-fold "Doctor" flannel pilcher. All wool. Fit to 15 months. Sizes 1 and 2. *Packed, 1 lb.* **15/8**

F12B10—NAPKIN SQUARES of suede-finished flannelette, absorbent, boilable. Neat hemmed edges. 30 x 30 ins. *Packed, 5 lbs. Dozen,* **37/9**



SUMMER COTTONS AND BABY LINENS FOR TODDLERS UP TO 2 YEARS

F12B11—Little girl's check gingham sun-frock, matching pantees. Elastic shirred bodice. Mid-blue check or blue/pink/green overcheck. 1 to 2 years. 1 lb. *pkd.* 35/7

F12B12 — Cotton sun-suit, elastic shirred shoulder straps, waists, legs. Cherry/white, royal blue/white. 12 to 18 months. 1 lb. *pkd.* 14/9
See F12B18 for matching bonnet.

F12B13—British headcloth tunic suit, matching pantee. Tunic has two inverted box pleats, button front, nursery motif. Mid-blue, white. 9-18 months. 1 lb. *pkd.* 22/-

F12B14—Sun-suit, for boy, girl, hard-wearing British check cotton. Pockets have animal motif trim. Saxe-blue, green, fawn. 9 months to 2 years. 1 lb. *pkd.* 13/9

F12B15—Toddler suit in long-wearing British headcloth. White shirt with embroidered motif, blue or maize pants. For 12 months to 2 years. 1 lb. *pkd.* 25/6

F12B16—Sou'wester, white haircord, shady brim for eye protection. Stitched all around brim, fully lined. In white, 18 to 20½ in. head sizes. ½ lb. *packed.* 7/3

F12B17 — White organdi bonnet, adjustable head size, opens flat for ironing. Button back. 2 yrs. ½ lb. 13/4
F12B18—Same bonnet to match F12B12. ½ lb. 12/6

F11B5 — Interlock cotton jumper. Crew neck, short sleeves. Cherry, sky or pale green sago spots on white ground. Knitted basque. 9 months to 2 yrs. 1 lb. 13/9

F11B6—Make your cuddle-shawl with this length of cotton-backed wool fledgling. Washes easily. 48 x 48 inches square. Sky-blue, white, pink. 1 lb. *pkd.* 32/6

F12B19 — Gauze napkin squares for warm climate or when baby's almost trained. Especially made for quick-drying. 27 x 27 in. square. 2 lbs. *packed.* Doz., 47/-

F12B20 — Infant's ankle strap shoe. Soft sole, heel. Fully lined, made from the softest calf. White or pale-blue. 2 to 4 to fit up to 15 months. 1 lb. *packed.* 6/10

F11B7 — Baby-blanket of soft pure wool. Embroidered on front in flower and animal motif. Cream, baby blue, pink. Stitched around edges. 40x30ins. 2 lb. 33/6

Carriage extra on all merchandise in this book

FARMER'S—PAGE 47



Wonder-washing Maternity frocks of cotton.

Choose British cotton or haircord in sizes 32 to 38 inch busts.

Above: The WRAP-ON, 39/11 F1B9—Wrap-over maternity dirndl in crisp, cool British cotton. Washes well, opens out flat to iron. Rever collar, roomy pocket, shirring at yoke, adequate fullness over bust. Easily adjusted to suit changing figure. Burgundy/saxe or red/light blue on white grounds. Busts, 32, 34, 36, 38 inches. *Packed, 2 lbs.* 39/11

Above: The DRAWSTRING, 37/11 F1B10—No alterations needed when you wear this easy-to-adjust maternity dress. Just pull the drawstring at waist to any size required. British haircord, launders, irons perfectly. Shirring at yoke; cut-away rever collar, short sleeves, big pocket. Florals on pink or blue grounds. Busts, 32, 34, 36, 38 ins. *Packed 2 lbs.* 37/11

Illustrated at left:

PIQUE-TRIMMED MATERNITY DRESS OF SOFT BRITISH RAYON

Available in three sizes **63/3** Choose from four colours

F1B8—A cool, simply tailored dress of British rayon for the mother-to-be. A go-everywhere dress which has deep, unpressed pleats falling from the shoulders, concealing and comfortable. Snap adjustment at each side of waist allows for expansion. Wide, three-tiered effect collar is freshened with crisp white pique. Backgrounds of blue, gold, grey or lemon with floral pattern. Bust sizes, 34, 36 and 38 inches. *Weight when packed, 2 lbs.* At Farmer's low price of **63/3**

Please quote your normal bust measurement when ordering maternity frocks. Farmer's has made allowance for your changing figure. State second colour choice. Check all details when ordering.

PAGE 48—FARMER'S



ADJUSTABLE MATERNITY SLIP

F485—Lace-edged cross-over maternity slip in English rayon-chene. Opera bust-line. Cross-over front allows adjustment to suit changing figure. Please quote normal bust size when ordering. White in 32, 34, 36, 38, 40 inches. *Packed, 1 lb.* **34/3**

B21B1—"Kotex," soft absorbent sanitary pads, hygienic, disposable. One dozen in a box. *Packed weight, 10 ozs.* **2/8**
B21B2—"Modess" sanitary pads are soft, hygienic and soluble. 12 pads in a box. *Packed weight, 10 ounces.* Box, **2/9**

B21B1-3 are subject to prices ruling at date of order.

RAYON MATERNITY GOWN

F3B11—Maternity nightgown, soft washable Ferguson's "Carlospun." Elastic waistline allows for changing figure; wear it after baby comes. Opens to waist, lace trimmed. *Packed, 1 lb.* Florals on pink or white. S.W., W., **38/6**; O.S. **40/-**

B21B3—"Silktex" sanitary pads are extra soft. Easily disposed. Pink waterproof backing. 12 in box. *Packed 10 ozs.* **2/7**

B21B6—"Kotex" Wonderform sanitary belt, strong elastic. Pinless, adjustable, self balancing. *Packed weight, 6 ozs.* **3/7**



F10B28

BATISTE MATERNITY BRA, 9/9

F10B26—"Venus" nursing brassiere, of soft pink fancy batiste. Easy-to-open front hooking, firm uplift cups, elastic insert at back. Narrow shoulder straps. Launderers and irons well. Bust sizes 32, 34, 36, 38, 40, 42 inches. *Packed weight, 2 lbs.* **9/9**

MATERNITY CORSET 42/-

F10B27—Corset for expectant mothers, made of soft figured batiste, gives firm but gentle support. Lastex front sections, side lacing adjustment. Side-hooking. Waist sizes, 26 to 36 inches. Peach-pink. *Weight packed, 2 lbs.* Priced at, **42/-**

F10B28—Bust shields of soft, white terry towelling in plastic covers, for nursing mothers. Launder well. *Pkd. 8 ozs.* **3/6**

B21B4—Wider type sanitary belt has pink broche elastic sides. Hook and eye opening. 30 to 36 inch waists. *8 ozs.* **5/3**

B21B5—"Merica" satin sanitary belt has elastic inserts, safety pins attached. In pink. Small, medium or large. *8 ozs.* **4/6**

FARMER'S—PAGE 49





"MORLEY" summer-weight underwear in four wonderful fabrics

INTERLOCK COTTON

F6B1—"Velnit" vest woven by "Morley" from serviceable interlock cotton. Shaped shoulders, picot edge. Pink, white. 8 ozs. packed. S.W., W., 8/11 O.S., 9/7. X.O.S., 10/-

F6B2—"Velnit" pantette to match, elastic at waist to ensure a perfect snug fit. Tailored bands on legs. Pink, or white. 8 ozs. pkd. S.W., W., 10/-, O.S. 10/6, X.O.S. 10/11

COTTON AND RAYON

F6B3—Cotton and rayon mixture vest, lace pattern. Firmly woven with tubular neck and armholes. Cool for summer. White. 8 ozs. packed. S.W., and W., 7/11. O.S. 8/6

F6B4—Pantette to match in sturdy cotton and rayon mixture. Elastic at waist, ribbed cuffs at leg. Long-wearing. White. 8 ozs. packed. S.W. and W., 7/7. O.S., 7/11

NON-LADDER RAYON

F7B11—"Morley's Featherline" non-ladder rayon vest, has opera-top, cool, soft to wear in summer. 8 ozs. pkd. In pink or ivory. S.W., 7/11 W., 8/7. O.S., X.O.S. 9/7

F7B12—"Featherline" pantee by "Morley" matches vest. Non-ladder rayon, cool, light, washable. 8 ozs. packed. In pink or ivory. S.W., 7/6. W., 7/11. O.S., X.O.S., 8/10

INTERLOCK VEST

F6B5—"Morley" vest knitted from a sturdy cotton that's cool and soft to wear. The armholes, neck carefully tailored for comfort. Cut for freedom of action, securely sewn at the edges and hemmed. Ample length. In white. 8 ozs. packed. S.W., W. 8/11. O.S., 9/7. X.O.S., 10/-

When ordering quote correct key number and size.

Please address all orders to Farmer & Company, Limited. Box 497, Sydney.

RAYON HALF SLIP, 13/9

F7B13—Rayon half slip is trimmed with lace and ribbon on the hem. Elastic waist, light, cool. Shell-pink or ivory. 12 ozs. packed. S.W., W., and O.S. Each, 13/9

MATCHING SCANTIE, 9/8

F7B14—Rayon scantie to match half slip. Lace and ribbon trimmed at hem, elastic waist. Cool, washable. Shell pink, ivory. 8 ozs. packed. S.W., W., O.S. Each, 9/8

F6B6—Cotton brief knitted from a fine interlock; washes well, cool, soft and comfortable to wear. Elastic at waist, tailored bands on legs. S.W., W., and O.S. 5 ozs. 5/3

PAGE 50—FARMER'S





Gleaming Satin Slip has eyelet embroidery trim

39/11

F4B1—A perfectly-cut slip of shimmer-smooth satin, launders and irons beautifully. Prettyly arched over bodice, fitted to melt into your shape, luxurious bias-cut skirt that won't cling, strongly sewn seams. See the airy-light Val lace, enchanting eyelet embroidery. Bust sizes, 32, 34, 36, 38, 40, 42 inches. Blush-pink or ivory. *Packed, 1 lb. 39/11*

Quote key numbers and include second colour choice in each order.

F4B2

Ferguson's 'Louissette' Floral Slip

F4B2—Exquisite slip of Ferguson's "Louissette," a strong, long-lasting, yet pretty fabric. Slip follows your figure lines, smooth and sleek, has firm-fitting bust line, slim skirt, narrow shoulder straps, strongly-sewn seams. Pencil-light flowers sprinkled on pink, blue, or white grounds. Bust sizes, 32, 34, 36, 38, 40ins. *Packed weight, 1 lb. 31/9*

Easy-to-Launder 'Angloshene' Slip

F4B3 -English "Angloshene" slip, durable fabric, easily washed and ironed. Shaped band moulds bust smoothly, flared skirt hugs waistline, won't cling under your slimmest skirt. Eyelet embroidery highlights bodice, tiny scallops edge neckline. Narrow shoulder straps, firm seams. Busts, 32, 34, 36, 38, 40, 42, Shell-pink, white. *1lb. 31/6*

Slip for Sizes to 46 inch bust

F4B4—A long-lasting slip of lingerie crepe-de-chine has comfortable built-up shoulders, bound neck and armholes for stronger wear. Firmly-sewn stitches, full well-fitting skirt. Dainty eyelet embroidery, applique flowers trim the bodice. Easy to launder and iron. Bust sizes, 36, 38, 40, 42, 44, 46ins. Pink or white. *Packed 1 lb. 30/3*

FARMER'S—PAGE 51



F10B1

F10B3

F10B5

F10B7

F10B2

F10B4

F10B6

F10B8

BRA OF SATIN AND LACE

F10B1-Deb-u-Form bra of gleaming satin, lace. Stitched cups. Busts 32, 34, 36 inches. Pink, white. 8ozs. *packed*. 8/9

SATIN, ELASTIC STEP-IN

F10B2 Power net step-in has stitched satin front panel, four suspenders. 23 to 28 in. waists. Pink or white. 12 ozs. 24/6

PRETTY BRA BY 'HICKORY'

F10B3-"Hickory" cotton and lace bra, cool, light. "A" and "B" cup fittings. 32, 34, 36 in. busts. Nude, white. 8ozs. 22/-

FIRM 'HICKORY' STEP-IN

F10B4-Heavy power net step-in by "Hickory"; double diamond centre. 24 to 28 in. waists. Nude, white. 12 ozs. 37/6

BUILT-UP SHOULDER BRA

F10B5 Built-up shoulder line bra for larger bust sizes. Figured batiste, side fastening. 36 to 46 ins. Pink, 8 ozs. 14/11

'GOSSARD' LACED CORSET

F10B6 "Gossard" front-lacing corset of figured broche, heavily boned; elastic inserts. 28 to 40 in. waists. *Packed*, 2 lbs. 84/-

VENUS SATIN UPLIFT BRA

F10B7-Venus "Maiden-shape" bra of satin has stitched uplift cups, elastic at back and front. Busts, 32 to 38 ins. 8 ozs. 14/-

'JENYNS' Wrap-on CORSET

F10B8-"Jenyns" side hook corset of figured batiste, lightly boned, elastic inserts. 23 to 30 inch waists. Pink, 12 ozs. 32/6

Carriage extra on all merchandise in this book



F10B9

F10B10

F10B11

F10B12

F10B13

FARMER'S DOES FIVE PRETTY BRAS: COTTON, LACE, SATIN

F10B9-"Longer Lyne" brassiere, a firm uplift, of gleaming satin with dainty lace half-cup. Adjustable shoulder straps, elastic insert at back. Bust sizes, 32 to 42 ins. Pink. *Packed weight*, 8 ozs. Price, 14/3

F10B10-Medium length bra for average busts. Strong, long-wearing figured batiste, good uplift, adjustable narrow satin shoulder straps, elastic at back. Busts, 34 to 40 inches. Pink or white. 8 ozs. 9/6

F10B11-Berlei "Hollywood" bra whirlpool stitched, satin ribbon lacing front. Tea-rose. *Packed* 8 ozs. Small cup, 30 to 34 in. busts, 19/-; junior cup, 32 to 36 ins., 20/-; medium, 34 to 38 inches. 21/6

F10B12-Short strapless "Hickory" bra in snow-white cotton, lightly boned; Lura-net elastic back, stiffened bust cups. "A" cup fittings, 32 to 36 inch busts. "B" 32 to 36 inches. 8 ozs. *when packed*. 22/-

F10B13-A perfect uplift bra by Berlei. Strapless, lightly boned, made of fine lace, firmly lined. Longer type to waist. Frilling at edges. Busts, 30 to 36 ins. *Packed*. 8 ozs. Nude, 30/-. White, 32/6



F10B14

F10B15

STITCHED UPLIFT BRA

F10B14—Gleaming satin bra, stitched bust cups, adjustable straps. Tea-rose, white. 32, 34, 36 inches. *Packed, 8 ozs. 11/9*

BONELESS GIRDLE

F10B15—Satin side-hook boneless girdle, strong power net elastic sections. 23 to 30 inch waists. Pink, white. 1 lb. **17/9**



F10B16

F10B17

UPLIFT BRA OF LACE

F10B16—Lace uplift bra has stitched satin half cups. Straps are adjustable. Pink, white. 32, 34, 36 busts. *Pkd., 8 ozs. 10/6*

DAINTY LACE GIRDLE

F10B17—Dainty side-hooking girdle in allover lace, batiste lined. 22 to 30 inch waists. In tea-rose. *Packed, 1 lb. 23/6*



F10B18

F10B19

'JENYNS' LACED CORSET FOR HEAVIER FIGURES

F10B19—"Jenyns" patent lacing corset of long-lasting coutil. Suitable for heavy hip and abdominal figures. Heavily boned for adequate support, busk front fastening, elastic inserts at thighs. In tea-rose. Instructions for fitting enclosed. *Packed weight, 2 lbs. Sizes 26 to 30 inch waists, 100/6; 31 to 36in. waist, 103/6*

F10B18—Moulded uplift brassiere by "La Mode," made of prettily figured batiste. Built-up shoulders, lace bust cups, lined with net, elastic inserts at waist. Longer-line for heavier-than-average busts. Pink. 34 to 42 inch busts. *Packed weight, 8 ozs. Price, 22/-*

F10B20—Soft foam rubber bust forms, simply slip inside your normal brassiere. Flesh-pink. *Packed, 4 ozs. Pair, 5/9*

F10B21—Satin-covered lace-trimmed bust pads, filled with cotton wool. Covers can be removed for washing. Pink, 4ozs. **4/6**



TWO BRAS; SATIN OR COTTON

PRETTY SUSPENDER BELTS

F10B22—"La Mode" brassiere for the larger figure, built-up shoulders, stitched half-cups. In lustrous satin, has firm elastic inserts. 36 to 46 busts. 8 ozs. **23/-**

F10B23—"Mercia" white cotton bra, washes, irons easily. Ribbon trimming on bust cups. Back fastening. Bust sizes, 30 to 36 inches. *Packed weight, 8 ozs. 9/-*

F10B24—Satin suspender belt has central lace panel, four adjustable suspenders. Elastic back fastening. Tea-rose, white. 23 to 28 inch waists. *Packed, 8 ozs. 7/6*

F10B25—Narrow satin suspender belt, elastic inserts at side, four adjustable suspenders. Tea-rose or white. 22 to 28 inch waists. *Packed, 8 ozs. Priced, 11/6*

FARMER'S—PAGE 53



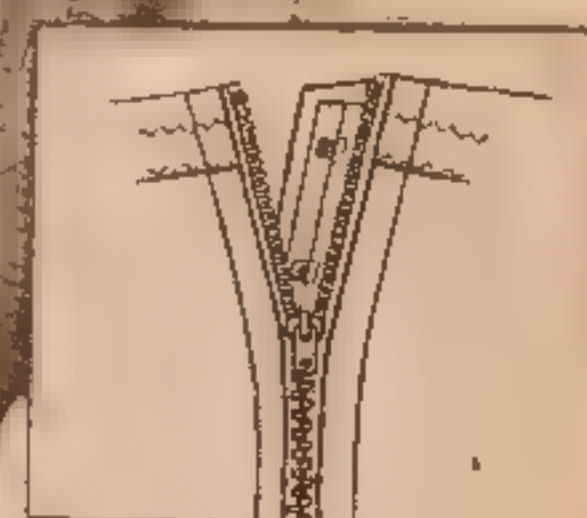
Full 4 in. plunge for deep-cut necklines



B15B2

Check measurements carefully before sending in order.

B15B4



8 inch zipper has hook-and-eye under placket

SATIN BRA; WEDDING-DAY GIRDLE

B15B1—"Hestia's" deep separation bra of gleaming satin, with finely stitched bust cups. Adjustable shoulder straps, back fastening, 6in. separation, wonderful for plunging necklines. White, blue or pink rose. 30 to 36in. busts. *Pkd. 8 ozs. 14/11*

B15B2—A dream girdle for this Spring's bride, by "Corlasto," summer-weight two-way stretch, gleaming satin front panel embroidered with tiny wedding bells. White with blue bells, or all white. Small, medium or large. *Packed 8 ozs. 38/6*
Carriage extra on all merchandise in this book

FILMY NYLON BRA; SATIN GIRDLE

B15B3—Filmy nylon loveliness in an uplift bra by "Hickory," easy to wash, dries quickly. Adjustable shoulder straps, full 8 in. separation, adjustable back fastening, stiffened bust cups. Blue, white or blush. 32 to 36 inch busts. *Packed, 8 ozs. 24/-*

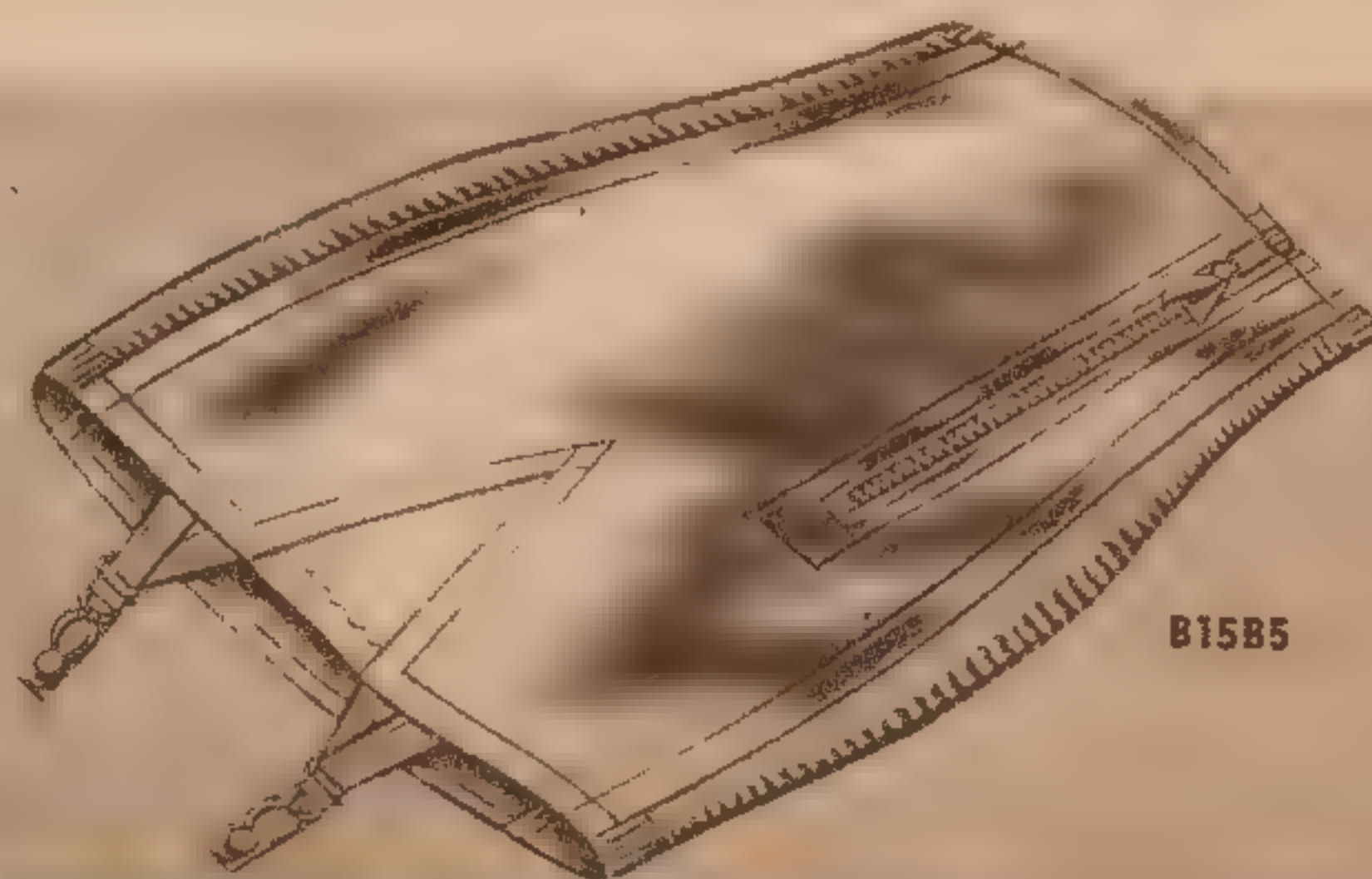
B15B4—The ever-famous "Hickory" step-in girdle with satin front, satin Lastex back, prettied with blue stitching. Hugs you so firmly and sleekly, stays smooth. 8in. zipper at waist. Pink or white. 24 to 30 inch waists. *Packed, 1 lb. Price, 69/6*

SATIN ELASTIC STEP-IN

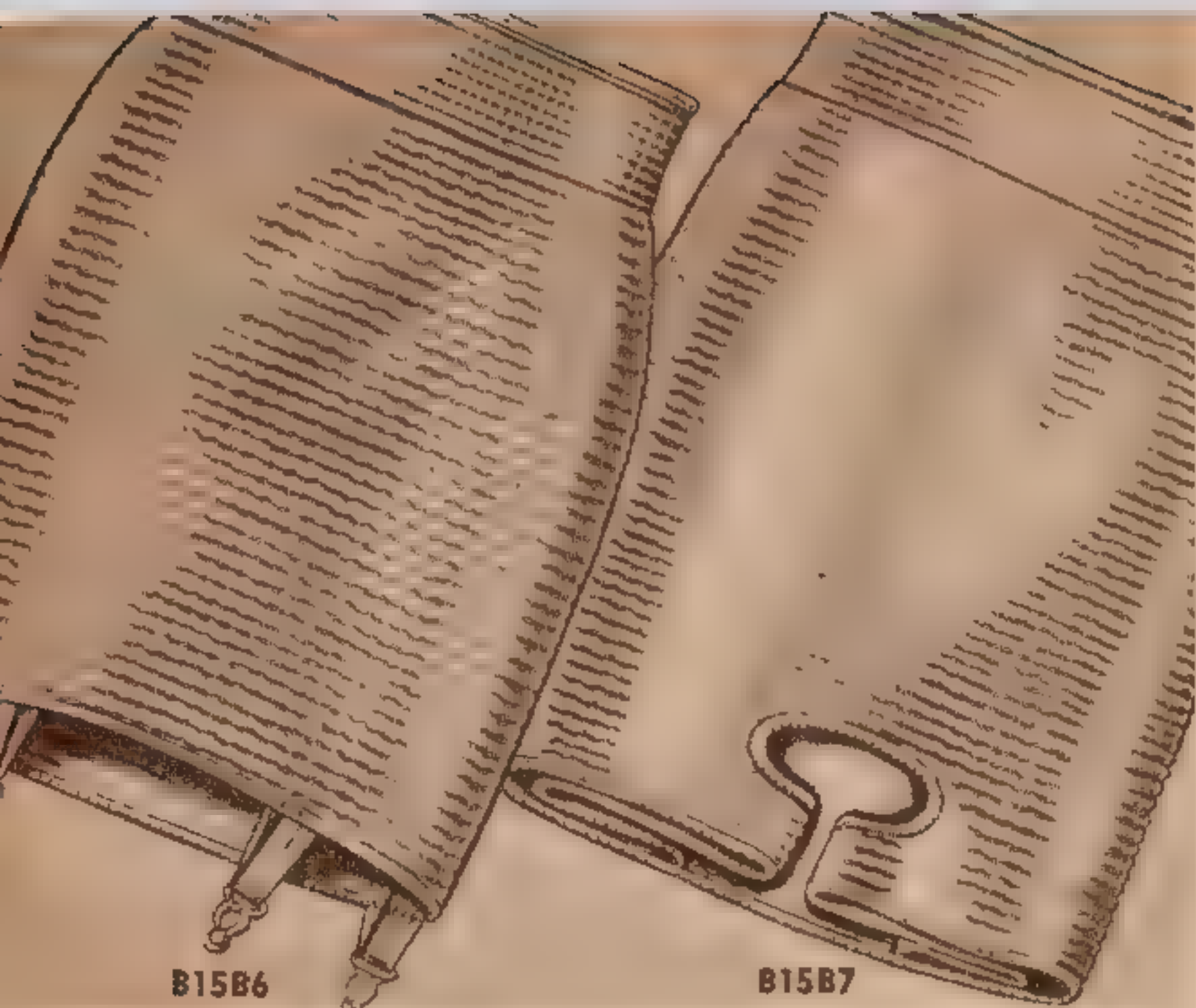
35/-

B15B5 Venus "Maiden Shape" step in girdle of shining satin, side panels of strong two-way stretch elasta. The front panel of satin is lightly boned for support. Close-hugging 9 inch zipper at waist has hook-and-eye placket underneath, perfect fit. In blush pink. 24 to 28 inch waists. *Packed, 1 lb. 35/-*

PAGE 54 FARMERS



B15B5



B15B6

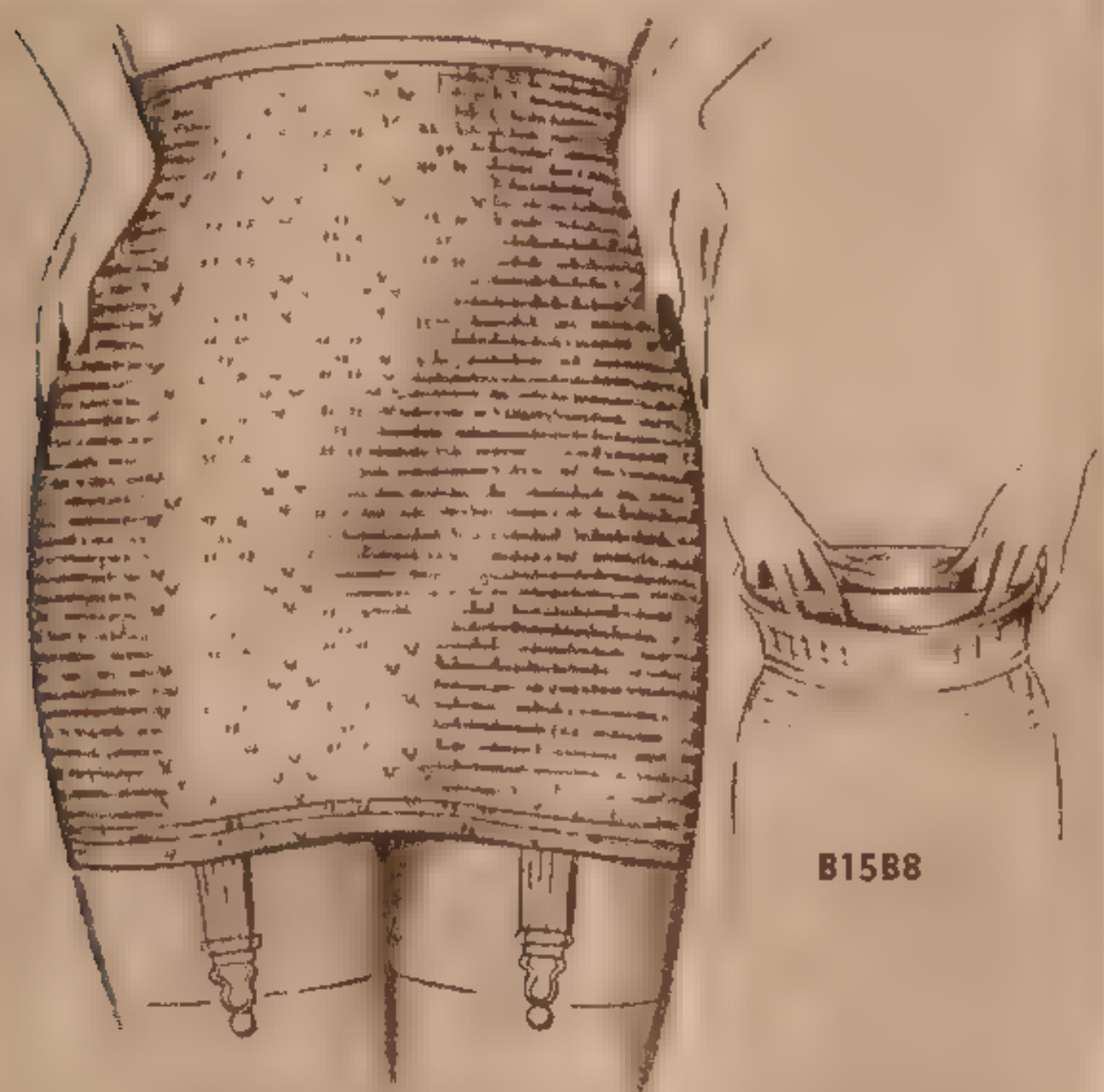
B15B7

ELASTIC ROLL-ON, 21/-

B15B6—Two-way stretch lightweight elastic roll-on girdle by 'Venus.' Gives firm and gentle support, will bend and give with your muscles. Fits sleekly and snugly, will not ride up, has 2½ in. all-elastic waistband. Pink, O.S., X.O.S. *Pkd.* 10 ozs. **21/-**

THE 'SPORTEE' GIRDLE, 16/6

B15B7—The sportee girdle by 'Venus,' two-way stretch elastic. Gives firm support, bends with your body in the most active of sports. Neat-fitting bands for wear without stockings. Pink or white. Small, medium or large fittings. *Packed,* 10 ozs. **16/6**



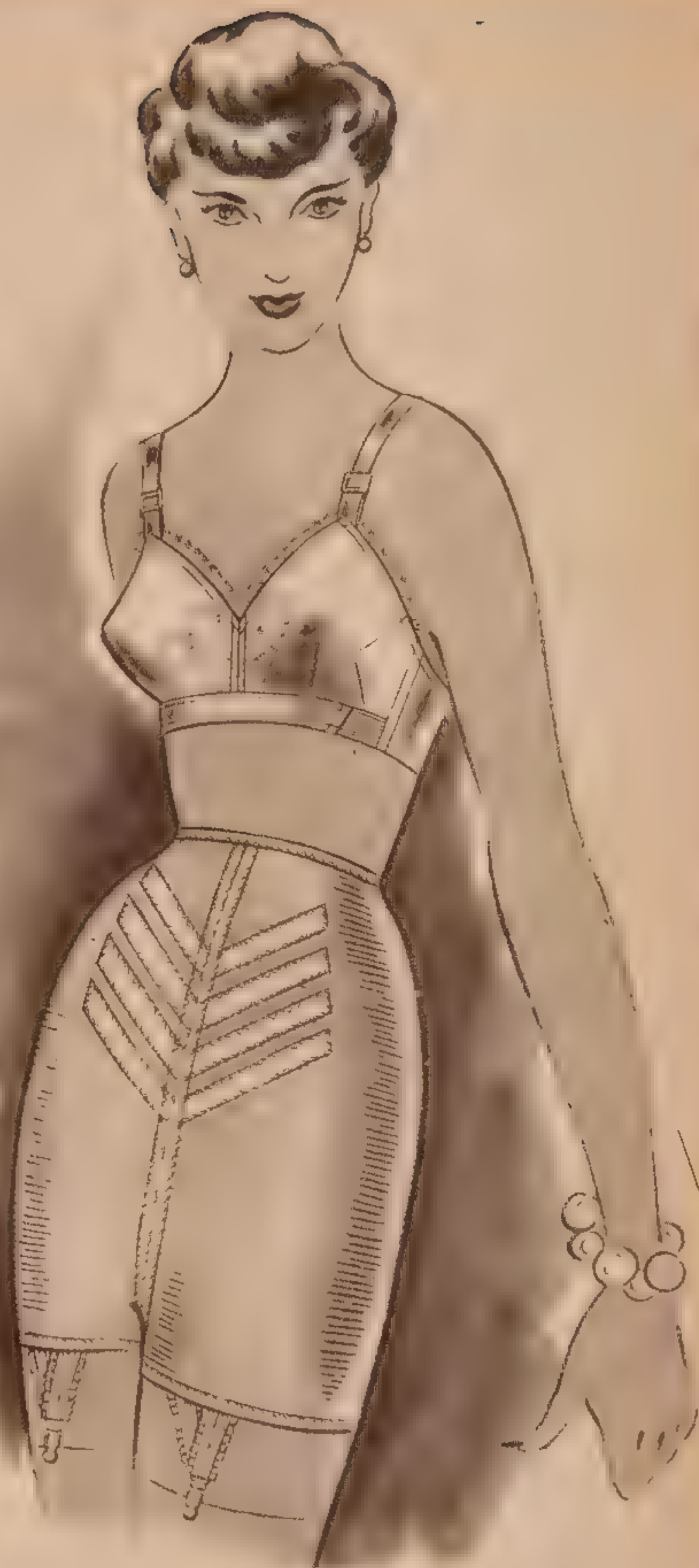
B15B8

'VENUS' TWO-WAY STRETCH FOR LARGER FIGURES, 19/11

B15B8—Specially designed for the outside figure that needs adequate support. 'Venus' "Maiden Shape" roll-on of two-way stretch cotton elastic, bends with your every movement. It's comfortable to wear, has a strong six inch inner belt of elastic, that gives firm abdominal support and figure control. Neatly finished inside, has four strong suspenders, securely sewn. In tea-rose. Sizes O.S. and X.O.S. *Packed weight,* 10 ozs. **19/11**
Weight quoted is weight of garment packed for despatch.

B15B9

B15B10



UPLIFT BRA AND PANTIE GIRDLE "Berlei" bra 15/6 "Corlasto" girdle 62/-

B15B9—"Blue Bow" perfect-fitting uplift brassiere by "Berlei." Gleaming smooth satin, strongly stitched and well-shaped bust cups. Adjustable shoulder straps, elastic back fastening. Two strong elastic inserts at front band. Tiny lace edging, satin ribbon straps, pretty blue bows embroidered on the bust cups. Peach-pink. 32 to 38 inch busts. *Packed weight,* 8 ozs. **15/6**

B15B10—Light-weight pantie girdle by "Corlasto" for all-occasion wear. Made of two-way stretch air-cool elastic, with reinforcement over abdomen. Detachable suspenders and detachable crotch of swami that can be easily washed. Softly moulds your silhouette as it holds firmly, wonderful for dancing too. Remove the suspenders for all active sportswear. Peach-pink. Small, medium or large. *Packed,* 10 ozs. **62/-**

**New from England; surprisingly low-priced
Lattice Mesh, Quick-Washing Shortees 5/11**

In sizes 6 to 7½ and four spring colours

B5B1—It's not often England sends rayon-silk gloves at this price! These are the sweet, quick-washing shortees that team with tiny sleeves for summer coolness. Airy lattice mesh gloves with a double-fold frill cuff and elastic at wrist for neatness. Choose from the spring shades of blue, pink, ecru or white. Sizes are from 6 to 7½. *Weight when packed, 5 ozs.* **5/11**

*Farmer & Company, Limited
P.O. Box 497, Sydney.*



CHINESE CROCHET
6/6 and 7/6

B5B2—Petal cuff shortees, three points extend to fingertips, on backs of the gloves. *Packed weight 4 ozs.* Small, medium, large. In white, **6/6** Black, navy and ecru. **7/6**
PAGE 56—FARMER'S

ENGLISH DOESKINS
25/-

B5B3 — Washable English doeskin, 4-button length, slip-on style, stitched fingers and back. Will keep their shape well. White. Sizes 6 to 7½. *Weight packed, 4 ozs.* **25/-**

CROCHETED COTTON
12/11

B5B4—Wrist length shortee, hand crochet mercerised cotton. Cool open gloves, easily washed. Snug fitting at the wrists. White in small, medium, large. *Pkd., 5 ozs.* **12/11**

SUPPLE KID GLOVES
32/6

B5B5 — Semi-classic slip-ons of soft kid skin. Oversewn fingers, padded rouleau button back design. Neat and well cut in black, brown or navy. Sizes, 6 to 7½. **4 ozs.** **32/6**

Save time. Use convenient Order Form on Page 71

ONLY THE FINEST, MOST FILMY NYLONS ARE 15 DENIER

Fully fashioned **15/11** three colours

B2B1—Here's a stocking that means minimum weight with maximum strength, such sheer wisps, you can barely see. 15 denier nylons of well known, dependable English make. Each pair machine tested for flaws, wrapped for protection. Plain panel heel and doubly woven at toe. In Burnt Spice (dark brown), Visa (medium brown), Copper Sky (copper). Sizes, 8½ to 10½. Packed weight, 2 ozs. Price, 15/11

Carriage extra on all merchandise in this book



'GOLDEN AGE' NYLONS 14/6

B2B2—30 denier nylons, dull texture, smooth fitting. Imperial blush (pink tan) Metal nude (Smoky) Tribute beige (medium beige) Tropic tan (Copper). 8½-10½. 3ozs. 14/6

Please nominate second colour preference.

30 DENIER 'BALLITO' 15/9

B2B3—Fully fashioned nylon hose. Panel heel, Strong tops. Copper sky (copper), Visa (medium brown), Sun time (flesh tone) and Beigotone. 8½ to 10½. 3 ozs. packed. 15/9

PURE SILK CREPE 17/6

B2B4 Crepe silk hose, service weight. for everyday wear Colours Tropic magic (copper), Avenue (Medium beige), Flighty (light beige). 8½ to 10½. Packed, 4 ozs. 17/6

'PRESTIGE' SILK HOSE 12/9

B2B5 — Service-weight silk and rayon mixture. Dull finish, fully fashioned. Reinforced heels, toes. Colours Daris, Burnis (Suntan). 8½ to 10. 4 ozs. packed. Price, 12/9

FARMER'S—PAGE 57



Hand painted Mexican design on our HAND-MADE LEATHER BAG, BELT

B14B1—A loaf-shaped bag, hand made from English tooling leather, can be washed. Thong-stitched; has hand-painted Mexican design on front. Gilt studs and strong pull-through clasp; wear it over-the-shoulder, or shorten strap for hand-bag. Inside you'll find gay tartan lining and a money purse on chain. Natural-beige colour. *Packed weight, 1 lb. 8 ozs. 78/6*

B13B1—Belt to match bag, has double gilt buckles, is suedette-lined. Natural-beige. 24 to 30 inch waists. *Packed, 8 ozs. 25/-*

LEATHER SHOULDER-STRAP BAG

B14B2 Double-duty bag of soft mellow leather. Sling it over your shoulder, or scale it down to a twin-strap handbag size. A really big hold everything bag, opens to a roomy compartment. Made the way leather bags should be, finely stitched, neatly finished. Flapover front has gold metal clasp. Large, roomy inside, lined with water-waved taffeta, has clear mirror, leather money purse. White, light tan. *Pkd. 1 lb. 8 ozs. 69/6*



SILK GROSGRAIN HANDBAG

For day or **48/6** evening wear

B14B3—A pretty silk grosgrain handbag for day or night wear. Leather-covered bar at top, twin leather handles coming from gold-rimmed holes. Gilt frame, rayon lined, leather money purse, mirror. Brown, navy, black. *Pkd. 1 lb 4 ozs. 48/6*



ROOMY LEATHER BAG

Supple **74/6** 5 colours

B14B4—A tailored classic handbag of rich supple leather, has covered frame, strong gilt clasp. The handle is neatly-stitched; inside lined with water-waved taffeta, lined leather money purse, mirror. Black, tan, navy, brown, white. *1lb. 8ozs. 74/6*



PLASTIC-CALF TWO-TONE

Washable **26/-** Porthole trim

B14B5 Special-price handbag, washable simulated plastic-calf. Colour-contrast handles match porthole trim and stitching. Gilt frame, ornamental clasp. Lined, pocket contains mirror. White with tan or navy, or all white. *Packed, 1lb. 8ozs. 26/-*



Ten-ribbed English metal frame RAYON PLAID UMBRELLA

Price **57/6** crystal handle

B1281—You'll be hoping for rain when you own this cheerful umbrella, bright with multi-coloured plaid. Finely-woven art silk, sturdy English metal frame; has 10 ribs, measures 35ins. across when open. New crystal perspex crook handle in amber or clear to tone with cover. Band and crystal button to keep closed. State predominating colour preference. *Pkd. 2 lb. 57/6*



B1382

B1383

B1384

BELTS—NAPPA, NUBUCK, CALF

B1382—It's a smart girl who starts a belt collection, see how this soft nappa belt will give your old dress new life; your new one added charm. It's soft-as-a-glove. 2ins. wide; white, light tan. Covered buckle. Waists 26 to 32ins. *Packed, 5 ozs. 10/6*

B1383—News! The porthole-punched belt. News! The importance of white for accessories. Belt is of pliable soft white nubuck, punched all round. 1in. wide, covered buckle. Clean as nubuck shoes. *Packed weight, 8 ounces. Priced, 9/11*

B1384—Encircle a hand-span waist with this supple leather belt. See the double buckles of gleaming gilt. Watch your tailored clothes take on a new look—your casuals added neatness. White or in tan, black or navy. *Packed, 5 ozs. 10/6*



Use it as
a key ring

B1B1 Hang it on
your belt



B1B2

B1B3

B1B4

B1B6

B1B7

B1B5

BOOK-SHAPED NOVELTY KEY FOB FROM FRANCE

B1B1—A breath of the Continent, novelty key fob from France. The booklet measures one inch, has embossed Eiffel tower on cover. Eight coloured photographs of famous French buildings inside. Oxidised metal; has snake chain, horse-shoe shaped clasp. Wear on belt, or fasten to key-ring. *5ozs. 16/11*

B1B2 Such elegance on a coat lapel. Bow-shaped diamante brooch 3ins. wide. Safety pin and chain. *Packed, 5ozs. 42/-*

B1B3—Pearl cluster earrings, of 28 tiny pearls. Matches the illustrated pearl rope. Screw studs. Pink, cream. *5ozs. 14/11*

Please nominate second colour preference.

B1B4—60 inches of cream or pink pearls, that look like deep sea beauties. So versatile, wear them knotted at your throat, loose to your waist, make them do duty as a 3-row necklace. Knotted between each pearl for safety. *Packed, 5ozs. 32/6*

B1B5—Drop earrings to match the pearls. Screw-studs have tinier pearl. Pink, cream. Overall length, 1in. *Packed, 5ozs. 8/11*

B1B6—Lucky Chinaman brooch, multi-coloured on gilt, coloured stones, pearls. Also horse and cart. *5 ozs. Each, 5/11*

B1B7 Novelty brooch, glistening horse-shoe shape, 1½in. Multi-coloured stones, diamantes. Safety clasp. *5ozs. 11/6*



B9B1



B9B2

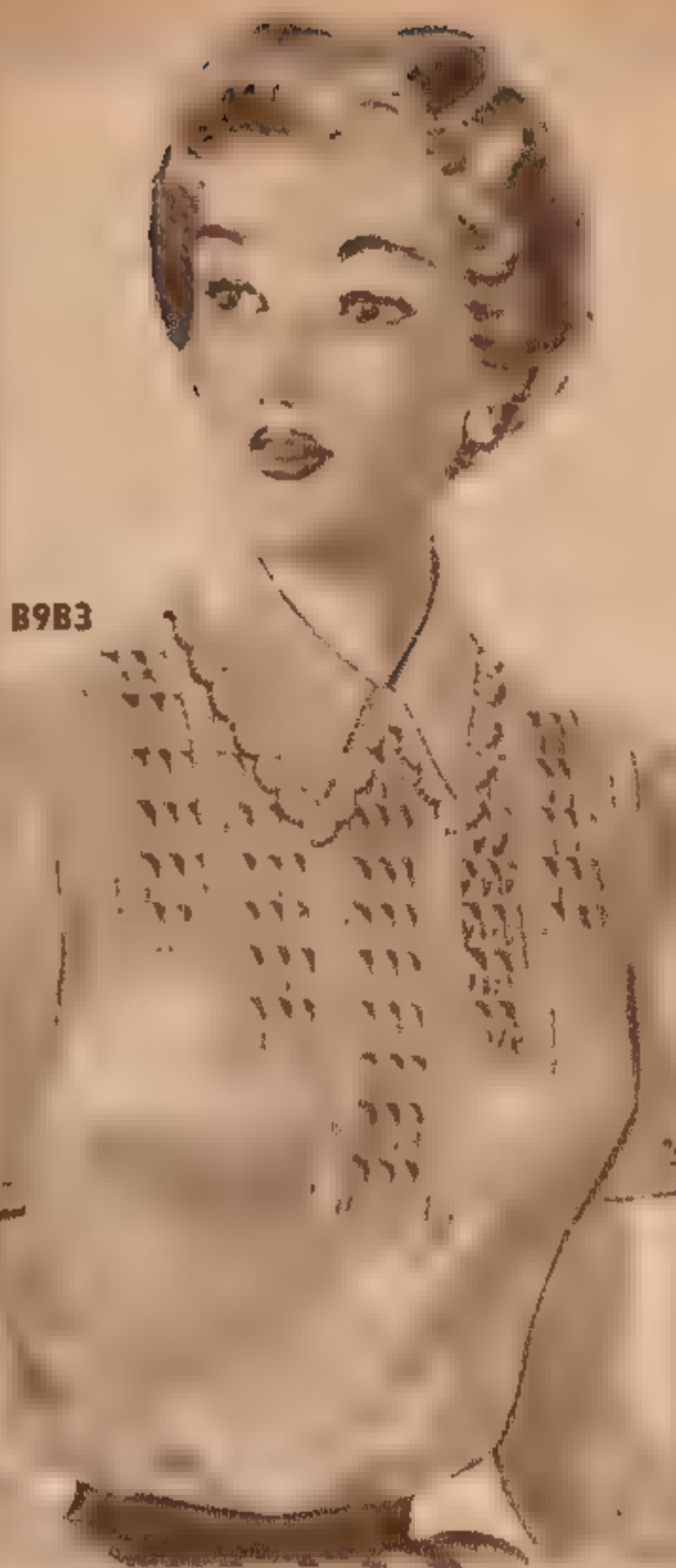
**GUIPURE LACE TRIMS
PIQUE ROLL COLLAR**

B9B1—Add a sparkle to darker frocks with this V-shaped roll collar of washing pique. Filmy $\frac{1}{2}$ in. organdi border, with guipure lace ovals. 25in. neck. White. 2ozs. *pkd.* 11/6

**SCALLOPED ORGANDI
V-SHAPE ROLL COLLAR**

B9B2—V-shaped roll collar, sheer, filmy double organdi. Scalloped edging is trimmed with Val. lace; rosettes of lace trim revers. White. 25in. neckline. *Packed*, 2ozs. 11/6

PAGE 60—FARMER'S



B9B3

TUCKED RAYON BLOUSE

Launders well, three pastels, 37/-

B9B3—Washable rayon blousette, trimmed with Val. lace. Stitched honeycomb-tucked front is easily ironed. Pointed collar edged with lace, elasticised waistband prevents 'riding-up.' Back fastening, short sleeves. Blue, snow-white, primrose-yellow. Fit busts 32, 34, 36, 38 ins. *Packed weight*, 6 ozs. 37/-



B9B4

HAND-SMOCKED BLOUSE

Embroidered georgette, 44/-

B9B4—Filmy blousette from China in white washable georgette, hand-embroidered, brilliant flower designs. Neckline, puffed sleeves hand-smocked, edge-stitched, in vivid hues. Launders, irons well. Elastic waistline holds blouse firmly. Fit busts 32, 34, 36, 38 inches. One of several designs. *Packed* 4 ozs. 44/-

WISPY CHIFFON SQUARE

32 x 32 inches, 6 colours, 10/11

B10B5—From Italy comes a shadowy drift of pure silk chiffon. Generous 32x32in. square, hemmed edges. Capture it on your shoulder with a fresh rose, drape it mantilla-wise over your hair. Soft pastels or deeper tones. Pink, green, yellow, blue, red, white. A dream-dust square for special nights. *Packed*, 2 ozs. 10/11

RAYON CREPE SCARF

Bright nautical design, 15/11

B10B6—Lavish rayon-crepe scarf, silky smooth to the touch. Bright with colour, printed nautical design has sea scene of fishermen, anchors, boats, nets. 32x32ins. square, in colour combinations of pale-blue/yellow/black; coral-red/green/black; pale-blue/red/black; pale-green/yellow/black. *Pkd.* 4 ozs. 15/11

Please see Page 75 for new Freight Instructions.



B10B5

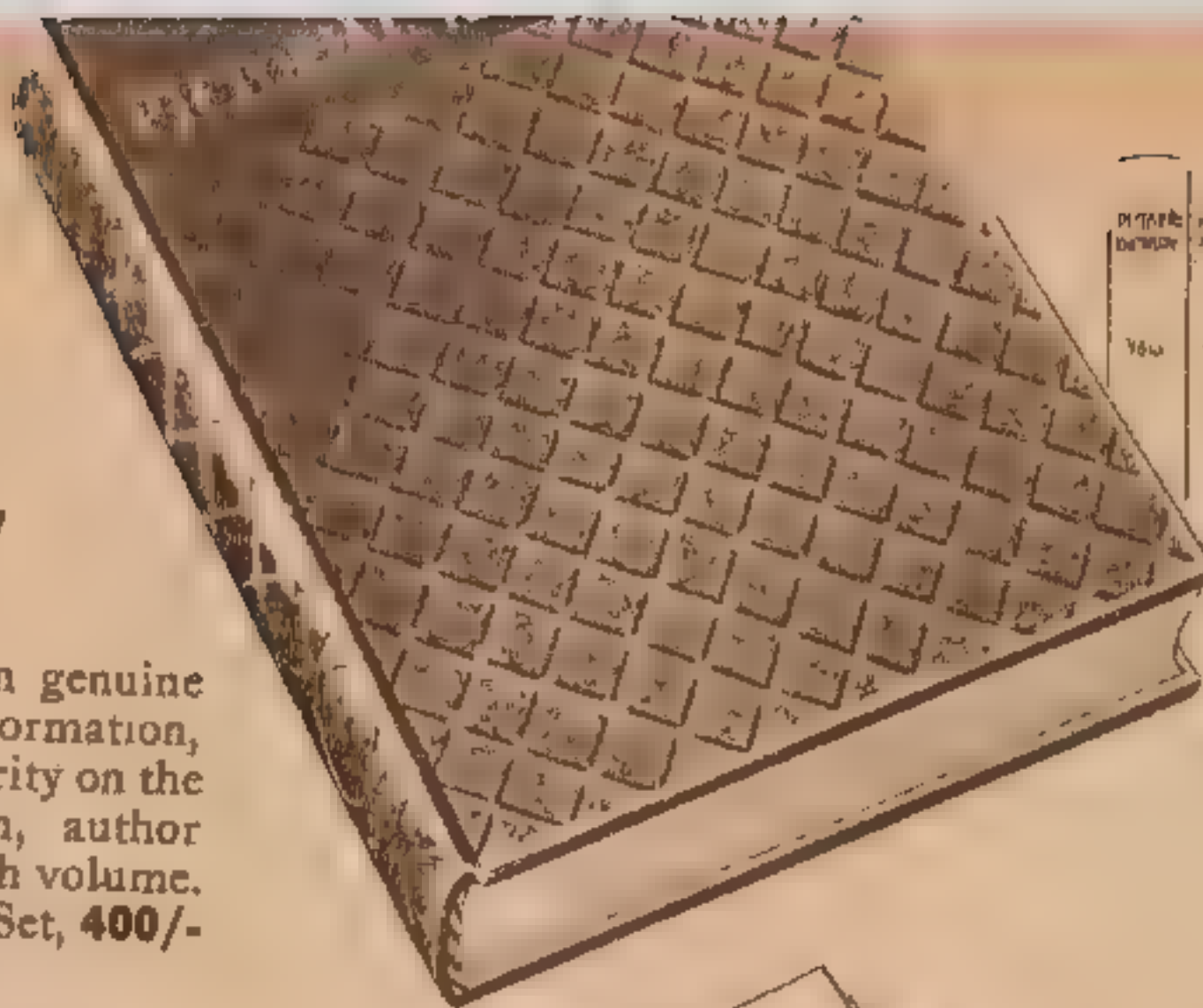


B10B6



NEWNE'S "PICTORIAL KNOWLEDGE"

G31B1—10 volumes, beautifully bound in genuine red leather, contains up-to-the-minute information, each section written by the world's authority on the subject. Associate editor, Enid Blyton, author loved by children. Over 400 pages in each volume. Lay-by now for Christmas. *Pkd., 21lbs. Set, 400/-*



PICTORIAL KNOWLEDGE	PICTORIAL KNOWLEDGE	PICTORIAL KNOWLEDGE	PICTORIAL KNOWLEDGE	PICTORIAL KNOWLEDGE	PICTORIAL KNOWLEDGE	PICTORIAL KNOWLEDGE	PICTORIAL KNOWLEDGE	PICTORIAL KNOWLEDGE	PICTORIAL KNOWLEDGE
VOL. 1	VOL. 2	VOL. 3	VOL. 4	VOL. 5	VOL. 6	VOL. 7	VOL. 8	VOL. 9	VOL. 10

• **TEN BIG VOLUMES**

• **OVER 4,000 PAGES**

• **LEATHER BINDING**

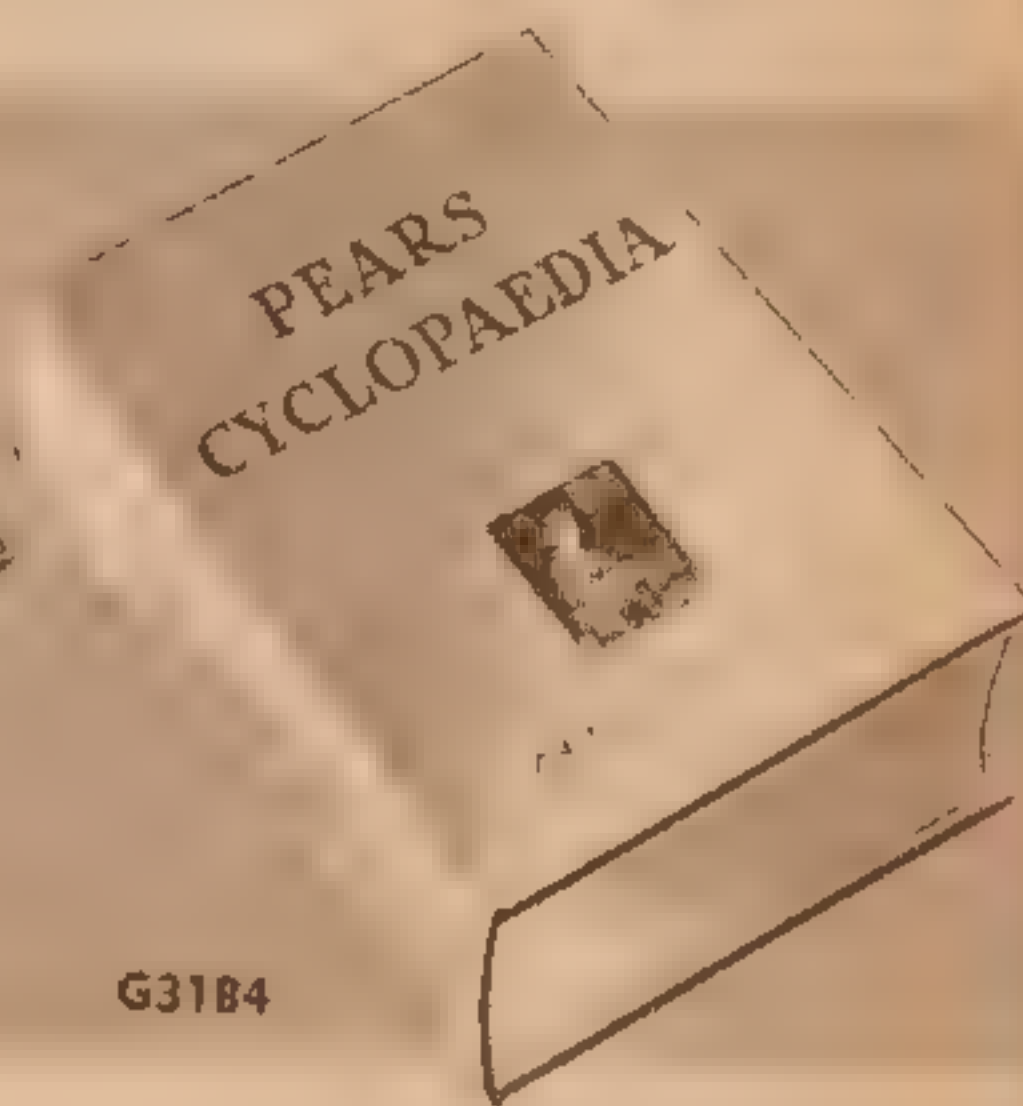
• **LAY-BY NOW**



G31B2



G31B3



G31B4

REFERENCE BIBLE

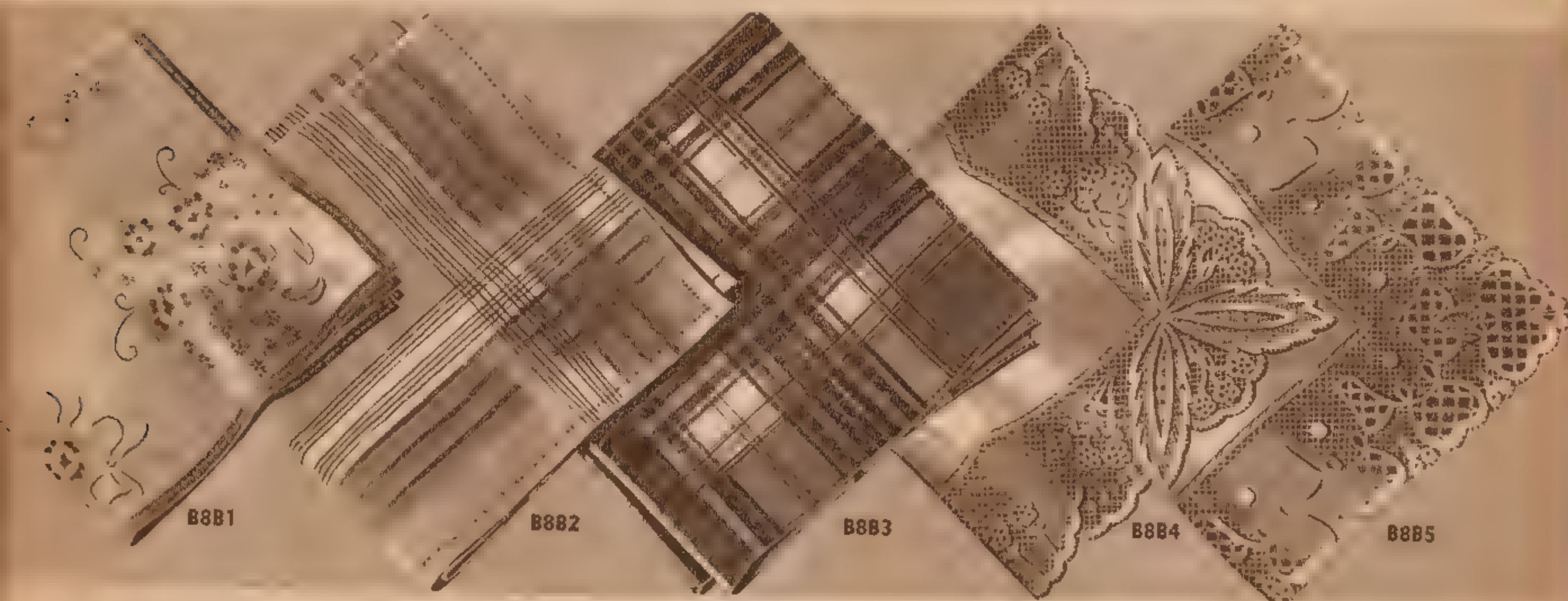
G31B2—Holy Bible, has smooth, supple rexine binding, gaffed gilt edges. Four coloured maps, 1056 pages. Measures 4 x 6 inches. *Packed weight, 2 lbs. 11/6*

Complete SHAKESPEARE

G31B3—Complete works of William Shakespeare; beautifully bound in maroon Reine. Eight coloured illustrations. 1312 pages. *Pkd. weight 3 lbs. 26/9*

PEAR'S CYCLOPAEDIA

G31B4—New Diamond Jubilee edition of Pears Cyclopaedia has nearly 1,000 pages of informative reading. Coloured maps, tables, etc. 5 x 8ins. *Packed, 4 lbs. 13/9*



B8B1

B8B2

B8B3

B8B4

B8B5

PRINTED COTTON

B8B1—Sheer cotton handkerchief, gaily printed, flower sprays and designs. Neatly hemmed; 10 inches square. White grounds, pastel flowers. *Packed weight, 2 ounces, 11d*

WOVEN LAWN

B8B2—Woven lawn handkerchief, boils and irons well. Strong, long-lasting, 11½ins. square. White or coloured borders or all-over checks, stripes. *Packed, 2 ozs. 11d*

EGYPTIAN COTTON

B8B3—Egyptian cotton handkerchief made in Ireland. Fast colours, boils. Checks, stripes or blocks in pastels or vivid colours. 11½ins. square. *Packed weight, 2 ozs. 1/11*

TWO LACE LINENS

B8B4—Irish linen hankie, 2in. net lace edge, dainty design. One of many. 2 ounces. 4/4
B8B5—2ins. of Val lace trim this pure Irish linen handkerchief. *Packed, 2 ozs. 3/6*

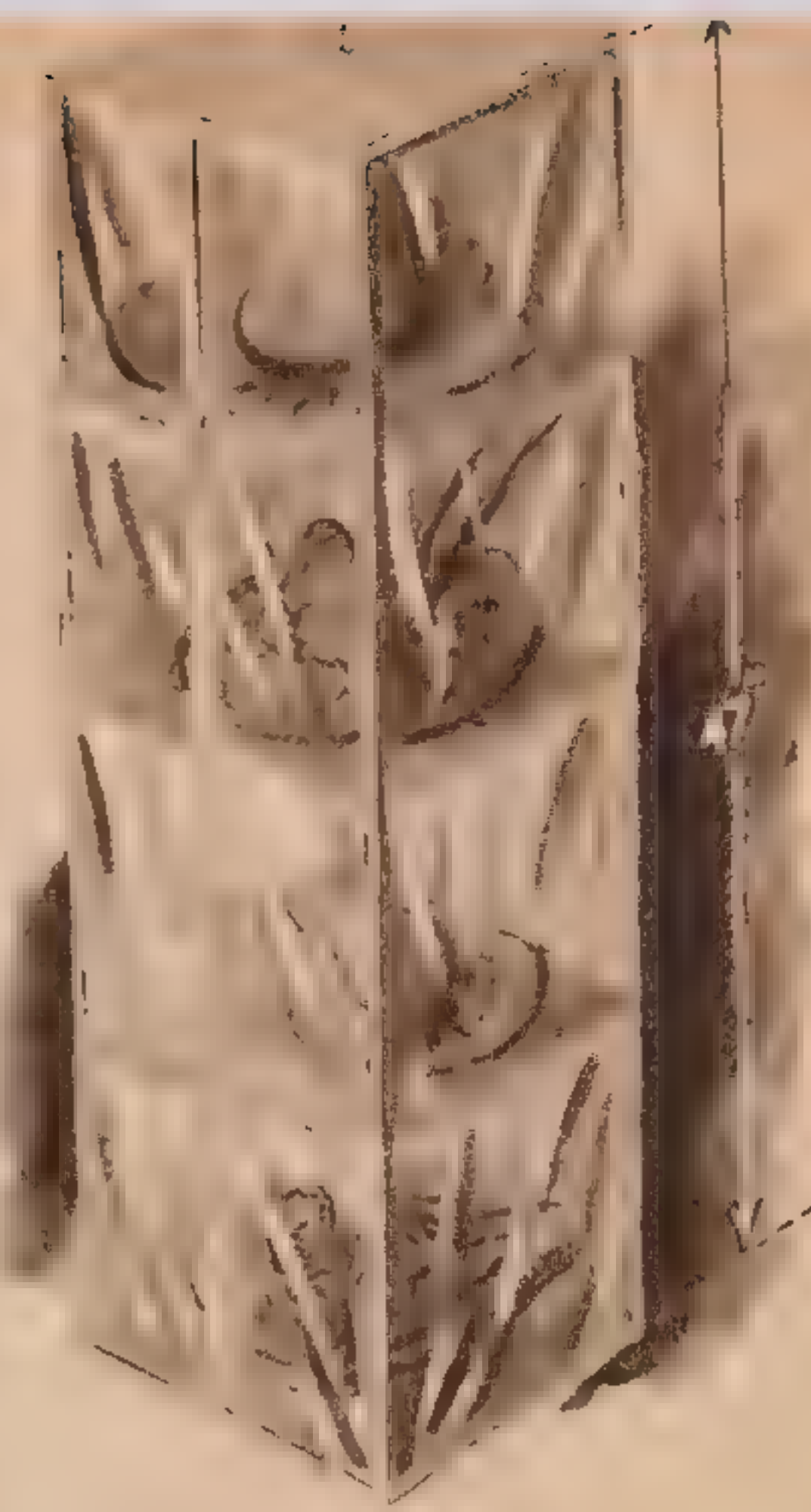
Save time. Use convenient Order Form on Page 71

FARMER'S—PAGE 61



Mothproof plastic COLLAPSIBLE WARDROBE 63/-

A1B1—A collapsible folding wardrobe to store your winter woollies and furs in. Made from moth, dust-proof plastic, side-opening, closed with 27in. zipper, strong steel frames that hold six garments comfortably. 59ins. long, 20ins. wide, 8ins. deep; can be hung on wall or railing. Bright rose-patterned floral designs; edges bound with tape. *Packed, 4 lbs. 63/-*



PLASTIC HATROBE 49/6

1B2—An ingenious new wardrobe of clear plastic, ideal for travelling or home use. Dustproof protection for hats or other items in the three plastic shelves and base. Folds into compact size, strong metal frame, pretty quilted-plastic top. Taped edges; 47 x 12ins. Full length slide-fastener. Choose from colours blue, white, green. *Packed weight, 4lbs. 49/6*



A1B3 Plastic apron for children, slipover style, no strings to tie. Large, roomy, gives protection, ideal for playing or wear at meal-times. Printed plastic that is so easy to clean, wipe with wet cloth. Interesting, gay designs, juvenile motif-prints. Sizes, 20, 22 in. *Packed weight, 6ozs. 20in. size, 3/8; 22in. 4/4 1/2*

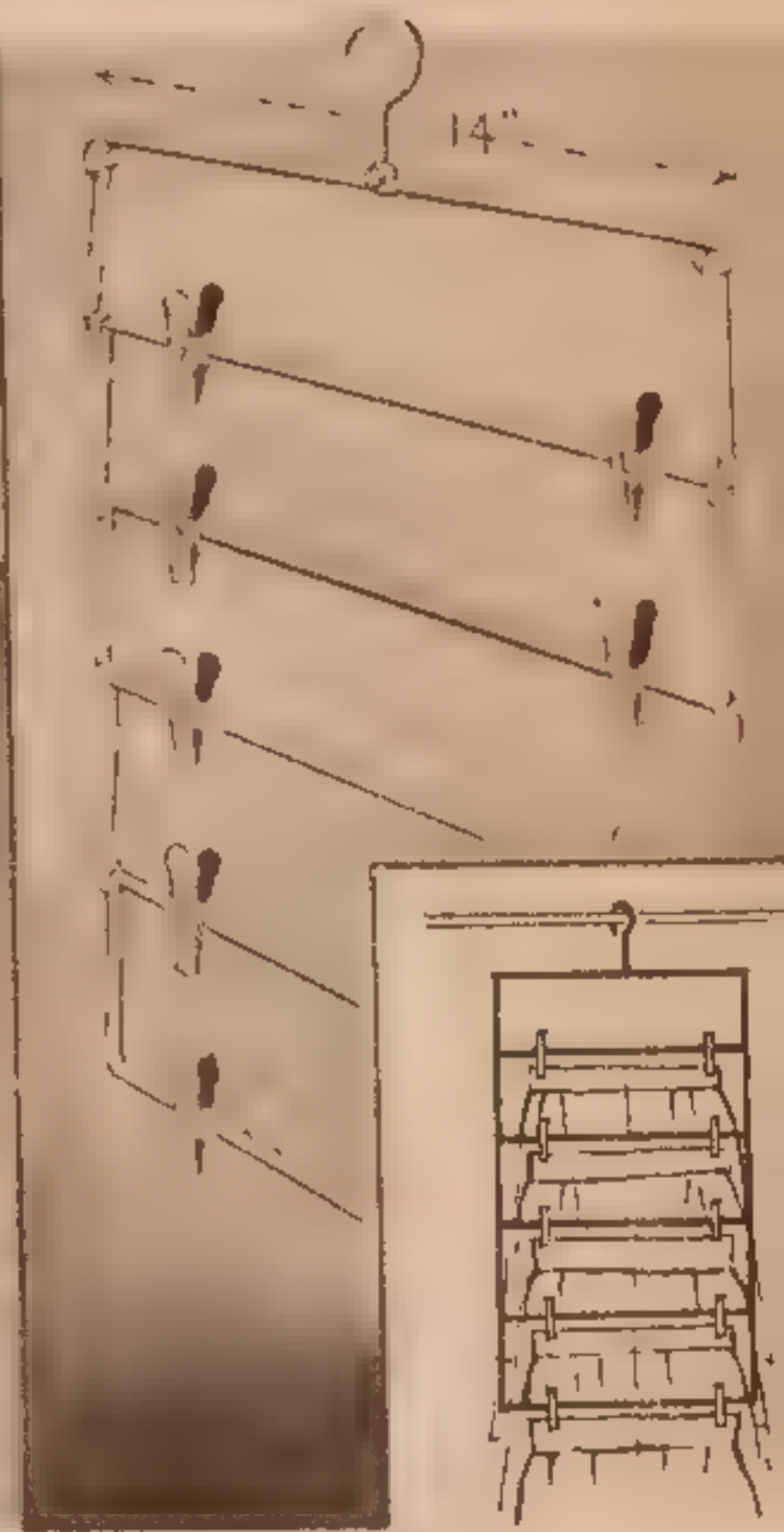
PAGE 62—FARMER'S



A1B4—Clear plastic meat-bag, odourless, easily-cleaned, just wipe with wet cloth. 16ins. x 19ins., 18in. zipper at side. Holds large supply of meat. *Packed weight, 6ozs. 14/6*
A1B5—Oblong-shaped plastic bread bag, holds loaf of bread, keeps it fresh for days. 16 x 8 ins., heat-sealed seams. Closes with band, press-stud. 4oz. 3/-

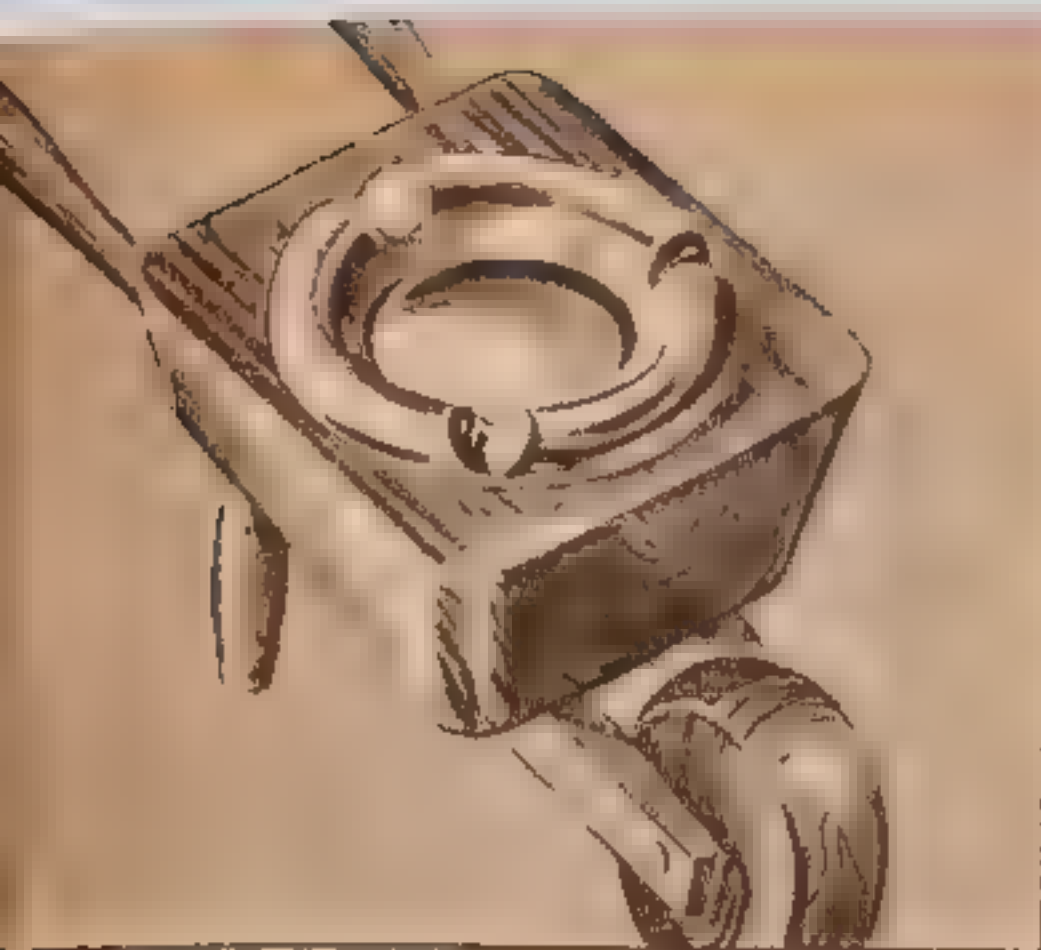


A1B6 Novel plastic wallet to preserve hosiery while travelling or at home. Holds 2 pairs of stockings, has taped edges. Floral design in green, blue, pink, white. 9 x 6 1/2 ins. when opened. *Packed, 2 ozs. 2/6*
A1B7 Skirt or trouser hanger, polished wood, clamps on to felt pads to prevent creasing. *Packed weight, 2 lbs. 3/-*



A1B8—Multi-skirt hanger of strong nickel-plated metal. Saves wardrobe space. This ingenious hanger holds five skirts, held by strong steel clips. 19ins. long, and 13 1/2 ins. wide, will fold up compactly to fit into a suitcase. Has an ordinary coat-hanger hook to hang on nail or railing. *Packed weight, 2 lbs. 12/6*

Please address all orders to Farmer & Company, Limited, Box 497, Sydney.



NOVELTY MULGA ASHTRAY

A9B1—A novelty ash-tray shaped as a wheelbarrow, made from polished mulga wood. Chromium dish holds ash. Movable wheel; size of barrow, 7 ins. long. Ideal birthday or presentation gift. *Packed weight, 1 lb. 21/6*



PLASTIC BEAKERS IN HIDE CASE

A9B2—A picnic beaker set of five plastic beakers in waterproof lined hide container; lid fitted with a zipper. 6½ x 3 ins.; red, green, fawn, tan or navy case with coloured beakers. *Packed, 1 lb. The set, 17/9*



Imported Cane Handbag, 16/11

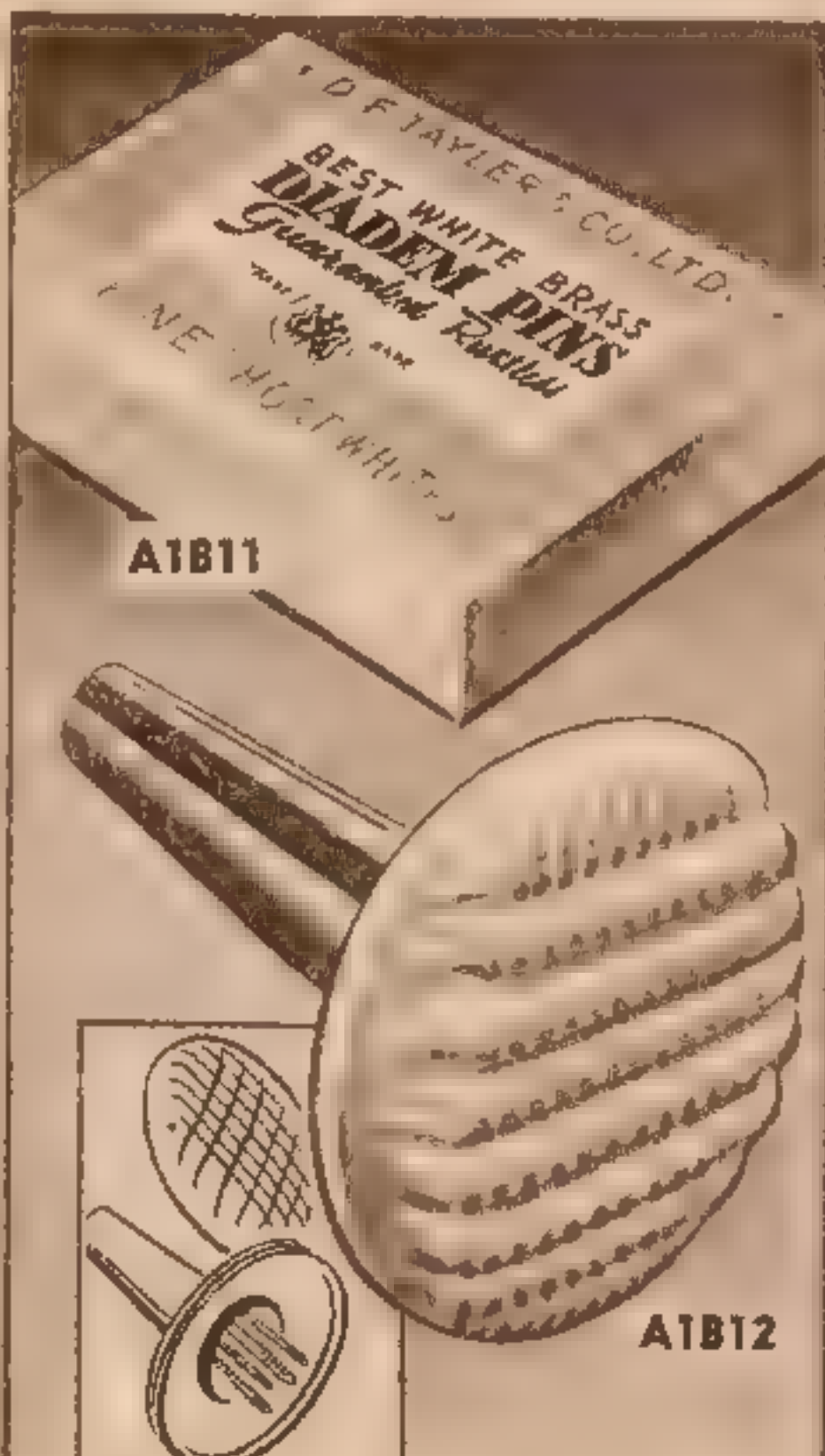
A9B3—A basket handbag of imported Chinese white cane, neatly finished, strongly made; a quaint accessory for this Summer's dresses and suits. A bunch of cherries or fresh white daisies pinned to the lid, will add a touch of feminine prettiness. 9 inches long. *Packed weight, 1 lb. 6 ozs. Farmer's price is 16/11*

Carriage extra on all merchandise in this book



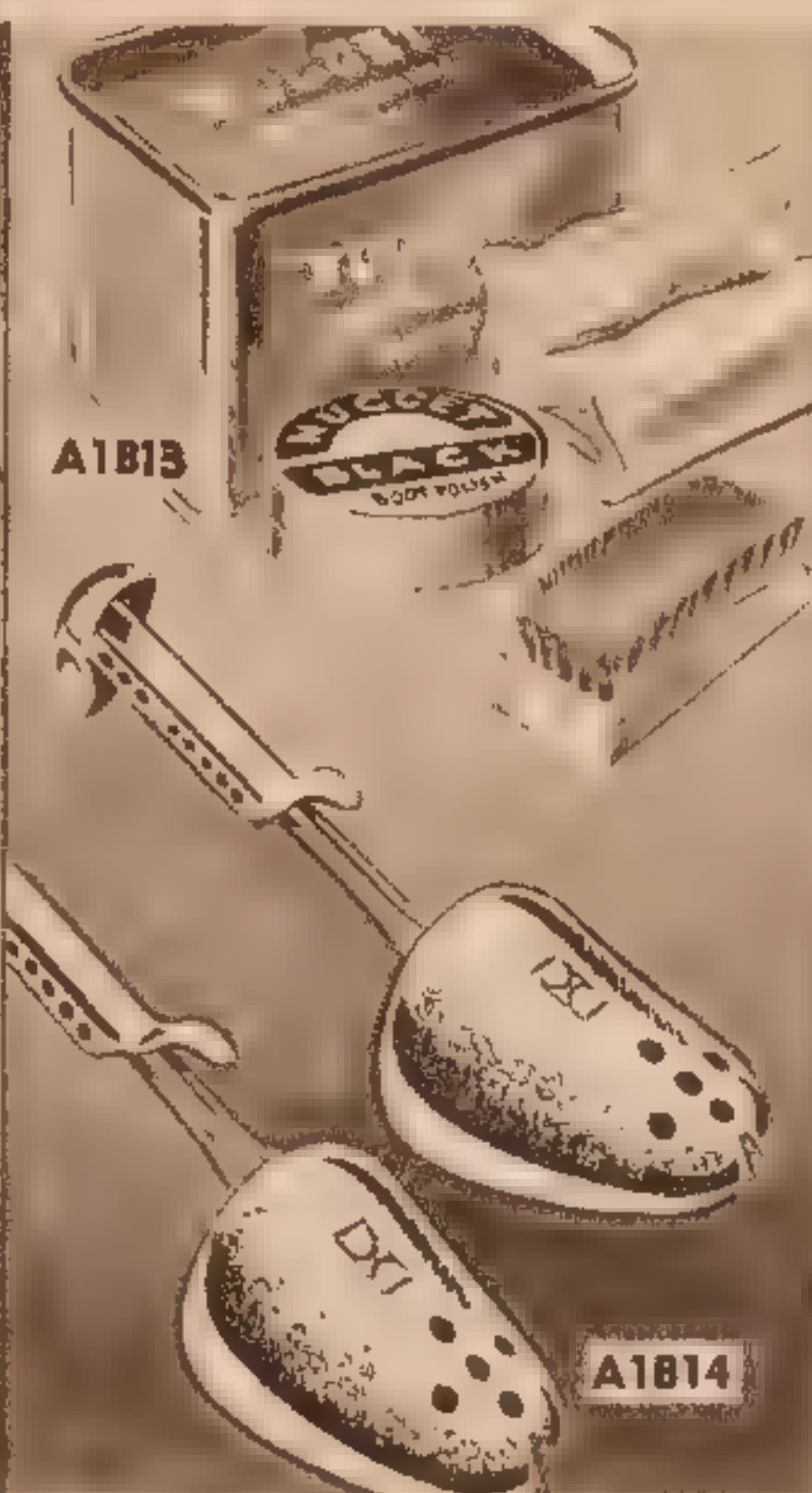
A1B9

A1B10



A1B11

A1B12



A1B13

A1B14



A1B15

A1B16

A1B17

A1B9 "Leathersheen," a cream that cleans, polishes, preserves. Easily applied; ensures leather will not crack, ideal for upholstery or any leather article. *Packed, 1 lb. 8 ozs. Price, 3/6*
A1B10 "Kromo," a white shoe dressing, cleans summer shoes, nubuck, canvas, and all white leathers. A liquid in a handy size bottle. *Packed, 1 lb. 1/2*

Please see Page 75 for new Freight Instructions.

A1B11 "Diadem" English pins by "Tayler," for home or commercial use. Plated brass. *Packed, 1 lb; ¼ lb. box, 3/-*
A1B12 "Imp" darning, a new type, simplifies darning. Top has grooves to guide needle making true weave. White plastic top enables thread to be seen. Store needles in handle. *Packed, 4 ounces, 3/3*

A1B13 "Nugget" shoe-polishing outfit, for home or travel. Contains tin of polish, polishing cloth, shoe brush. Compact 5 x 3 in. tin. *Packed, 1 lb. 4/6*
A1B14 Men's strongly made shoetrees, nickel-plated metal. Ensures longer life for your shoes, helps keep original shape. Easily inserted. *Packed weight, 2 lbs. 1 pair. 4/11*

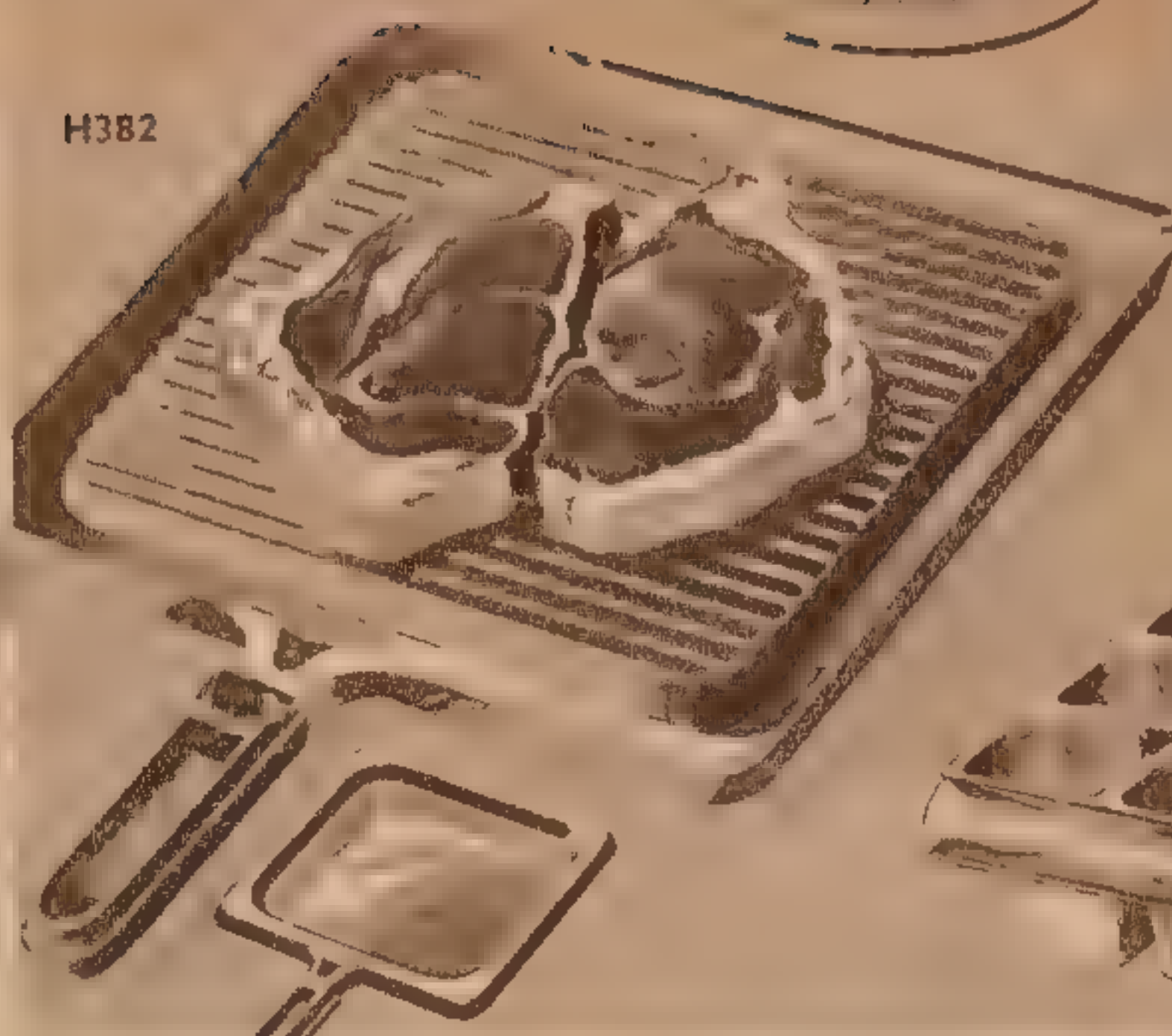
A1B15 Pocket-size steel tape measure with strong alloy container. Cannot stretch or tear; is 36 inches long. *Packed weight, 2 ozs. Price is, 4/6*
A1B16 White Nainsook-covered shoulder pads by 'Ryton'. *Packed weight, 4 ozs. Pr. 4/6*
A1B17 Washable jersey cotton dress shields, sizes 2 and 3 White. *Pkd., 2 ozs. Pr. 2/11*

FARMER'S—PAGE 63



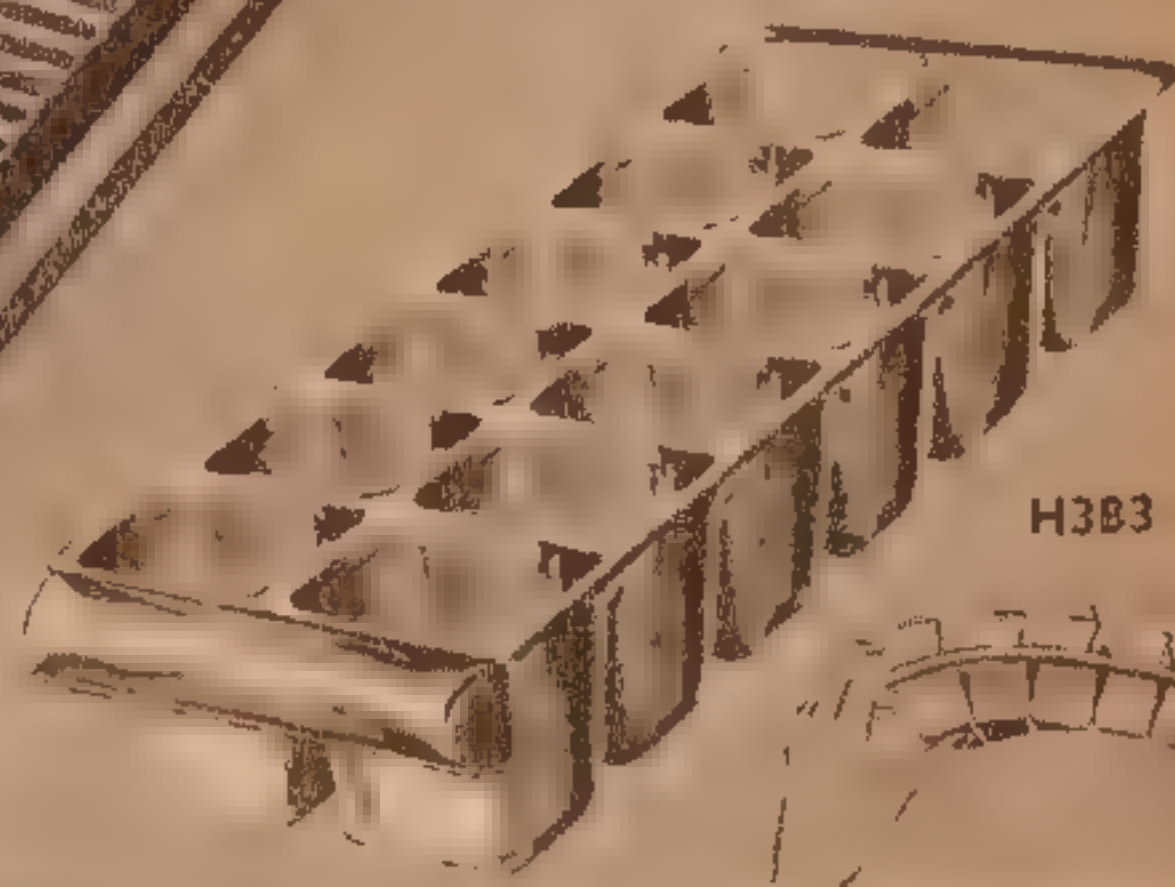
PLASTIC SCREW-TOP CONTAINERS

H381 — Plastic screw-top containers, three sizes. Store jam, coffee, rice, etc. Take on picnic, holds butter. Cream, coloured lids. *packed, 1 lb. ea.* 3in. **3/3**; 3½in. **3/6**; 3¾in. **4/3**



GRIDDLE-GRILLER

H382 — Strong cast aluminium griddle-griller for top of stove, camp-fire. Grills, fries, bakes or broils. Cook steaks, eggs, pancakes quickly. Plastic handle. 5 lbs. *packed. 21/-*



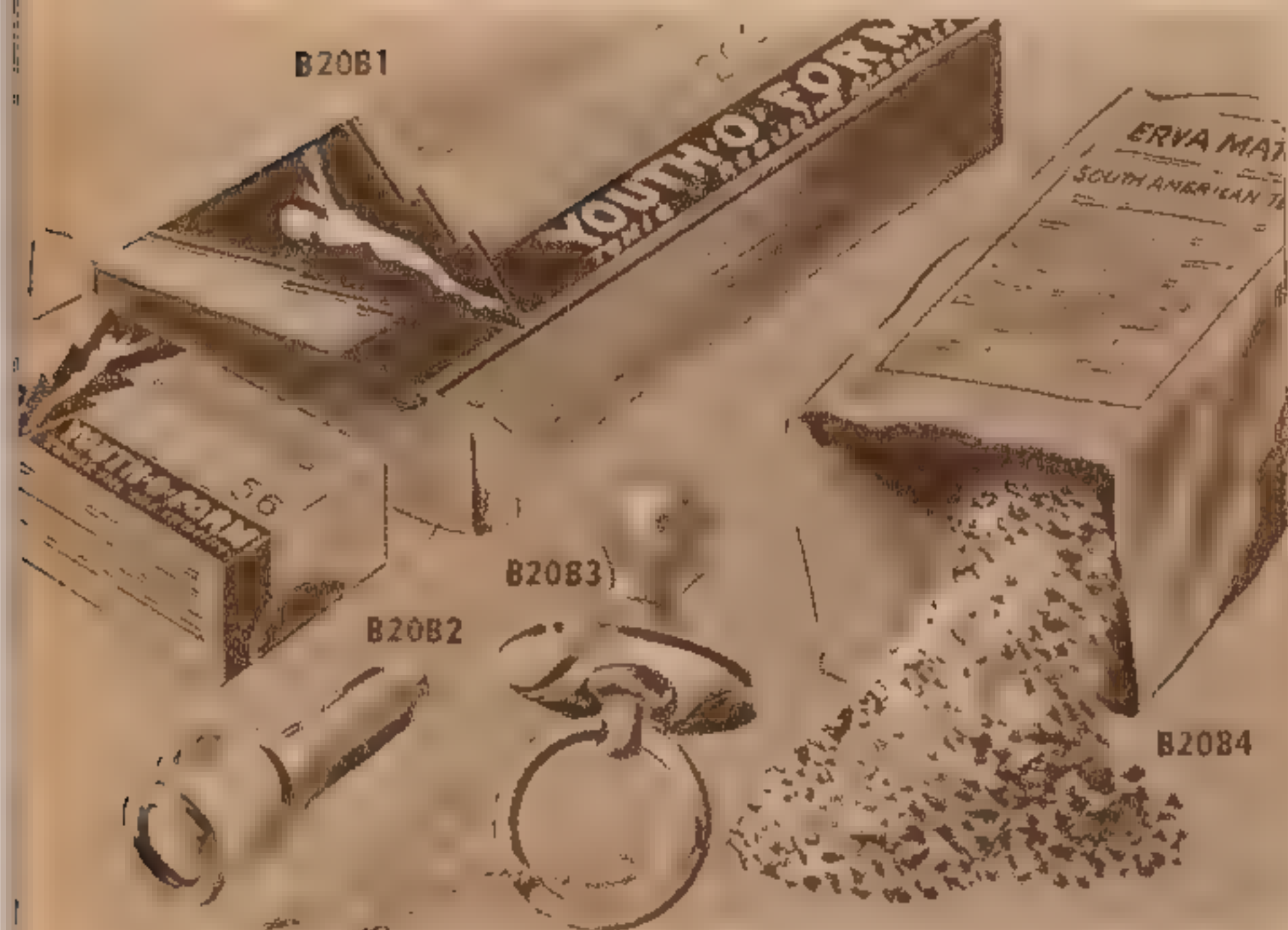
ICE-CUBE TRAY

H383 — Plastic ice cube tray holds 12 cubes, bends easily to pop out ice-cubes; no prising needed. Simply give one twist and cubes are released. Many colours. 1 lb. *pkd. 5/6*

'GOOD LUCK' PAN

H384 — "Good Luck" cake pan, horse-shoe shape, made of strong 99% aluminium. Reverse baked cake, fill recess, decorate. 7½ x 7 inches. 1 lb. *when packed. Price, 4/3*

Carriage extra on all merchandise in this book



FROM OUR PHARMACY

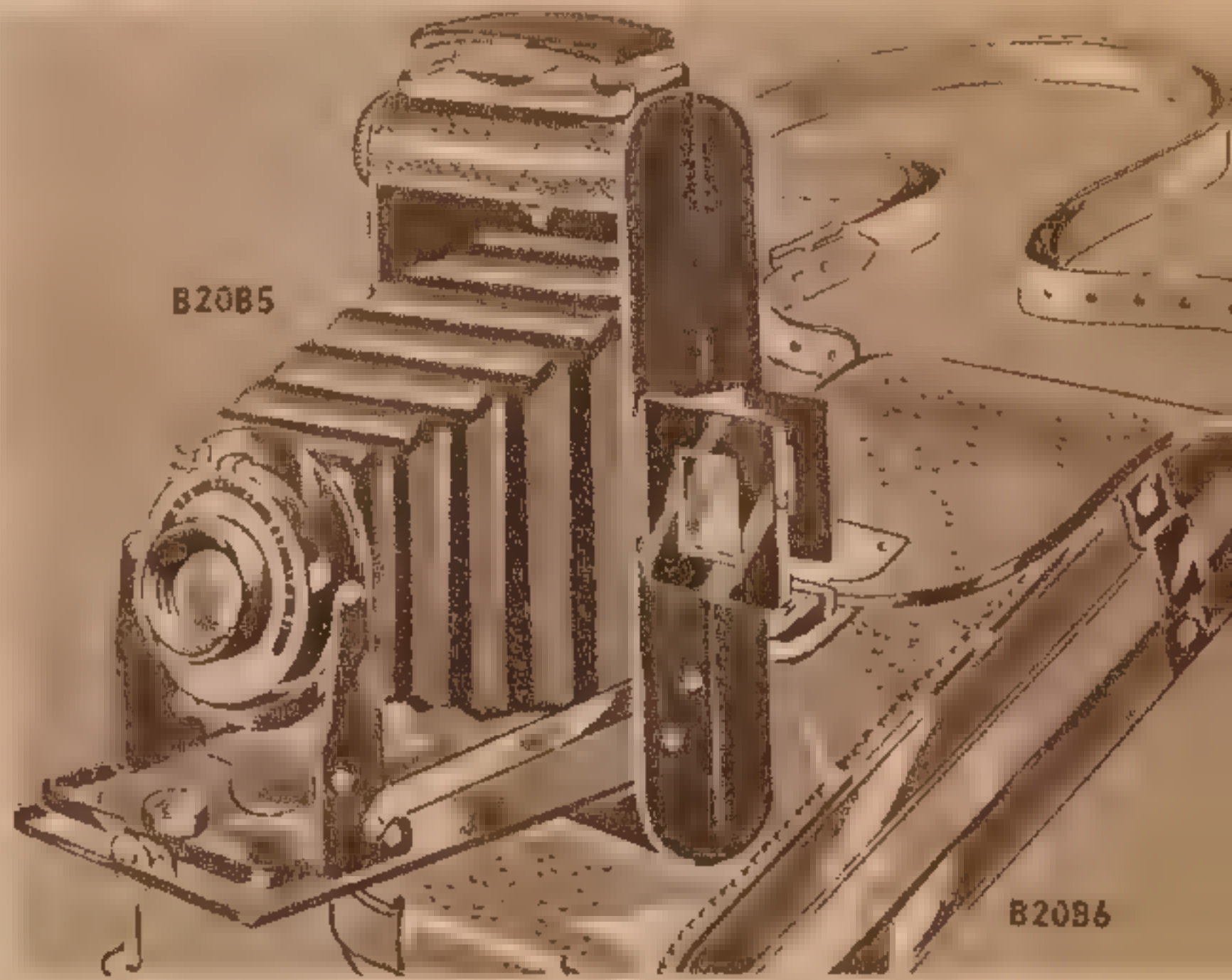
B20B1 — Youth-O-Form tonic reducing Globules, effective, pleasant to take, no dieting or exercise needed. Aids rheumatism, indigestion. 1 lb. *packed weight. 6 weeks treatment, 20/-*

B20B2 — English-made "Griptight" hygienic rubber teat. **7d**

B20B3 — "Griptight" soother of strong rubber. Made in England. Coloured plastic ring, base. *Each packed 2 ozs. 1/3*

B20B4 — "Erva Mate," South American tea. Pleasant aroma and flavour, contains vitamins A, B, C. Aids digestion, nerves. Leaves may be used several times. *Packed, 1 lb. ½ lb. pkt. 2/6*

PAGE 64—FARMER'S



'KODAK' 620 CAMERA

B20B5 — "Kodak" 620 folding Brownie camera, has Meniscus lens, clear view-finder. Built on strong metal body, easy-to-operate, measures approximately 6 x 3 inches. Takes eight pictures, 2 x 3ins. *Packed, 2 lbs. 142/6. 620 films, each, 2/10*

ADJUSTABLE STRAP LEATHER CASE

B20B6 — "Kodak" 620 Brownie camera-case in pebbly grain leather. Strongly made; steel reinforcement bands at side hold strap. Long-lasting, easily-opened clasp, leather straps adjustable for hand or shoulder. 1 lb. *packed. Price, 22/6*

Save time. Use convenient Order Form on Page 71



40-PIECE UTILITY SET

"York" by Booth of England, 165/-

H1B1—The set includes six each dinner plates, dessert and bread-and-butter plates, coupe for soup or porridge, cups and saucers, one each vegetable dish and cover, meat dish and gravy boat. Pattern has gold edge, spray of roses and forget-me-nots, green leaves and "scale and scroll" design in green, making up a 1½ inch floral border, on a highly-glazed cream background. *Packed, 56 lbs. 40 pieces. Priced at 165/-*

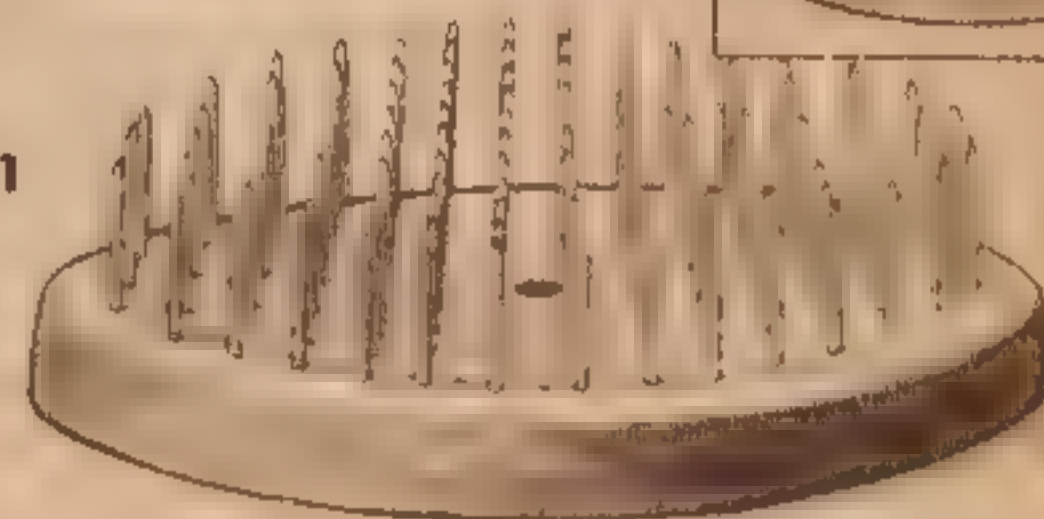
Carriage extra on all merchandise in this book



H1B2



H2B1

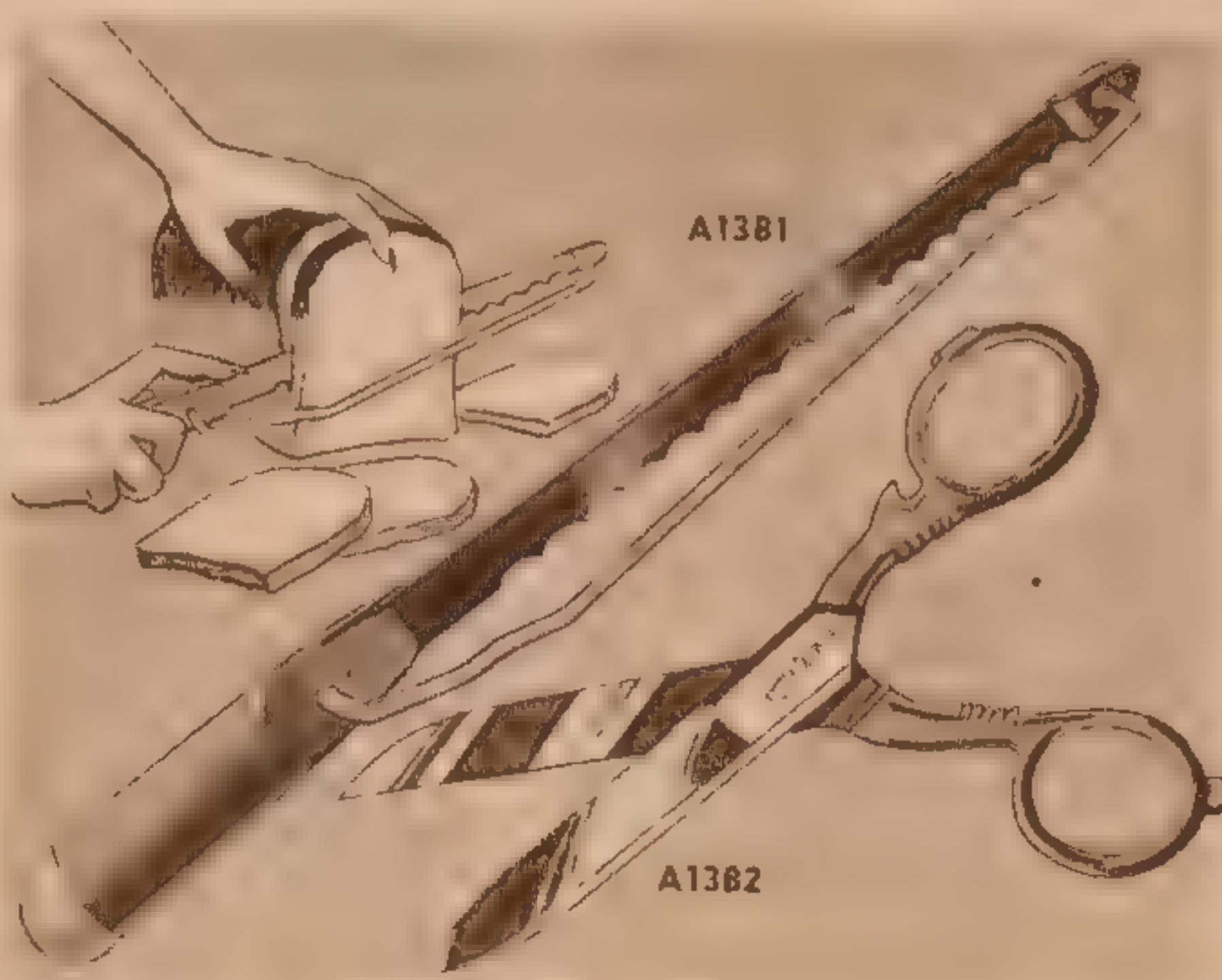


Bumble-Bee Honey Jar

H1B2—Hand-made Australian pottery honey jar, hive shaped. Top lifts off to fill with honey. Perched on lid is a big bumble bee. Light cream with brown and yellow bee. *Packed, 2 lbs. 10/6*

Steel Flower-Holder

H2B1—Steel needle-point flower holder, has weighted lead base. A wonderful new idea for arrangement of flowers, use tall or short blooms. *Weight when packed, 1 lb. Price, 6/6*



E.P.N.S. Ice Pail, 93/6

Pierced inset holds ice

A12B1—Attractively-designed ice pail of E.P.N.S. made by the finest craftsmen. Edge skilfully mounted with tiny design; engraved handles are hard-soldered. Ice-lift inset is pierced. 6 ins. x 4½ ins. *Packed weight, 5 lbs. Priced at, 93/6*

Please address all orders to Farmer & Company, Limited, Box 497, Sydney.

A13B1—"Kan" even-cut bread slicer, entirely new design, easy to use, guide rod regulates thickness of bread. Rust-resistant blade, easily cleaned. Green plastic handle. 14ins. long. *Packed, 1 lb. 17/6*

A13B2—Kitchen scissors have one serrated blade, will trim meat, vegetables, fish; open bottles, screw caps, fitted with tack-hammer, screw-driver. Lacquered handles; chrome-plated. *Pkd., 1 lb. 11/6*

A13B3—Gleaming E.P.N.S. cake forks made in England, by master craftsmen. Simple yet elegant design. Half-dozen in rayon-lined presentation case. *Weight when packed, 1 lb. Farmer's price, 24/6*

A13B4—Matching tea-spoons of electro plated nickel silver. Shaped handles; each spoon 4½ ins. long. Boxed in half dozens, in fitted, rayon-lined gift case, an ideal wedding present. *Packed, 1 lb. 24/-*

FARMER'S—PAGE 65



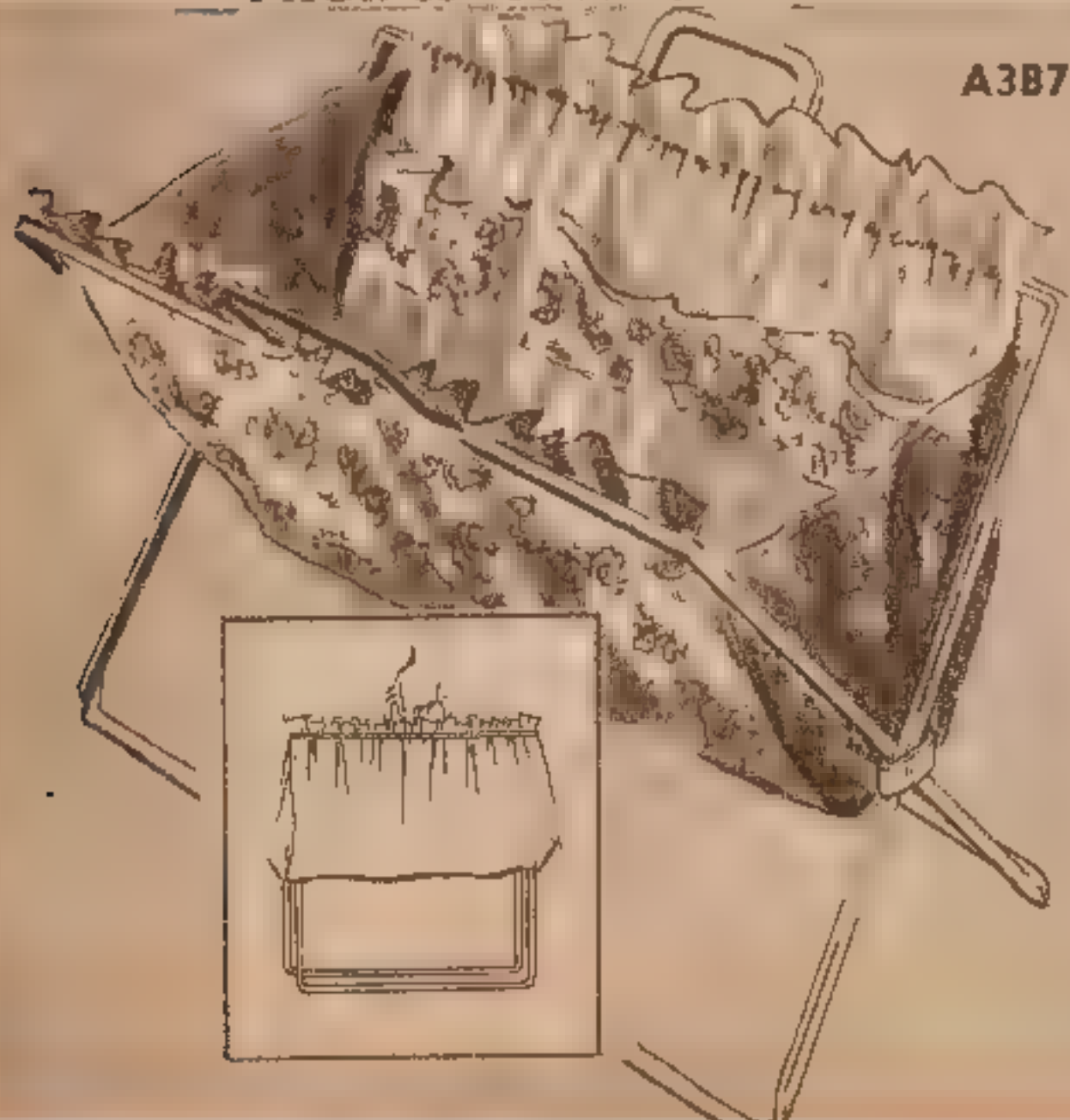
47/6

A3B1-Calico wardrobe to store your winter clothes in away from moths and silverfish. Solid wire frame for holding garments, can be hung on railing or wall. 57in. long, 20ins. wide, 7½ins. deep; 27ins. zipp down the front. *Packed, 3 lbs. 47/6*

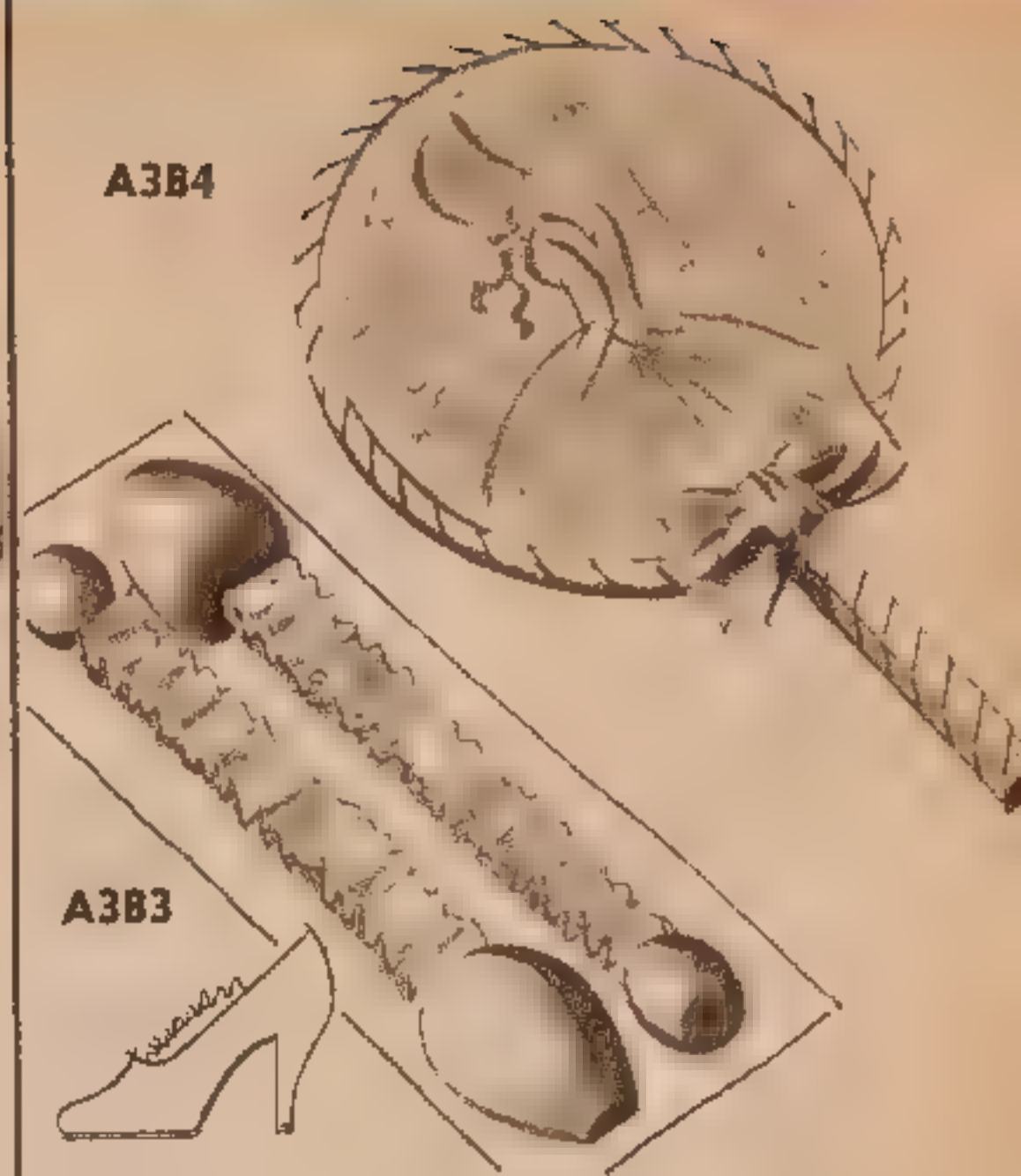
16 INCH FOLDING WORKSTAND

A3B7-A folding lightweight workstand for use when sewing. Easy to carry from room to room. Has lacquered metal stand and handles, bright floral cretonne top, with three roomy pockets. Stands sixteen inches high. *Packed, 5 lbs. Price, 27/6*

PAGE 66—FARMER'S



A3B2-Ideal for travelling, three metal collapsible coat-hangers, strong and durable, fit into a stiffened floral cotton case, 8 x 5 inches. Press-stud closing. *Packed, 1 lb. 3 hangers and case. Price is, 9/6*



A3B3-To keep shoes in good shape, shoe-trees with ruched satin centres, wooden-ends. Pink, green or blue. *Pkd., ½ lb. 4/6*
A3B4 Straw fan, hand-painted and lavender filled. 9½ins. long. *Packed, 4ozs. 2/11*

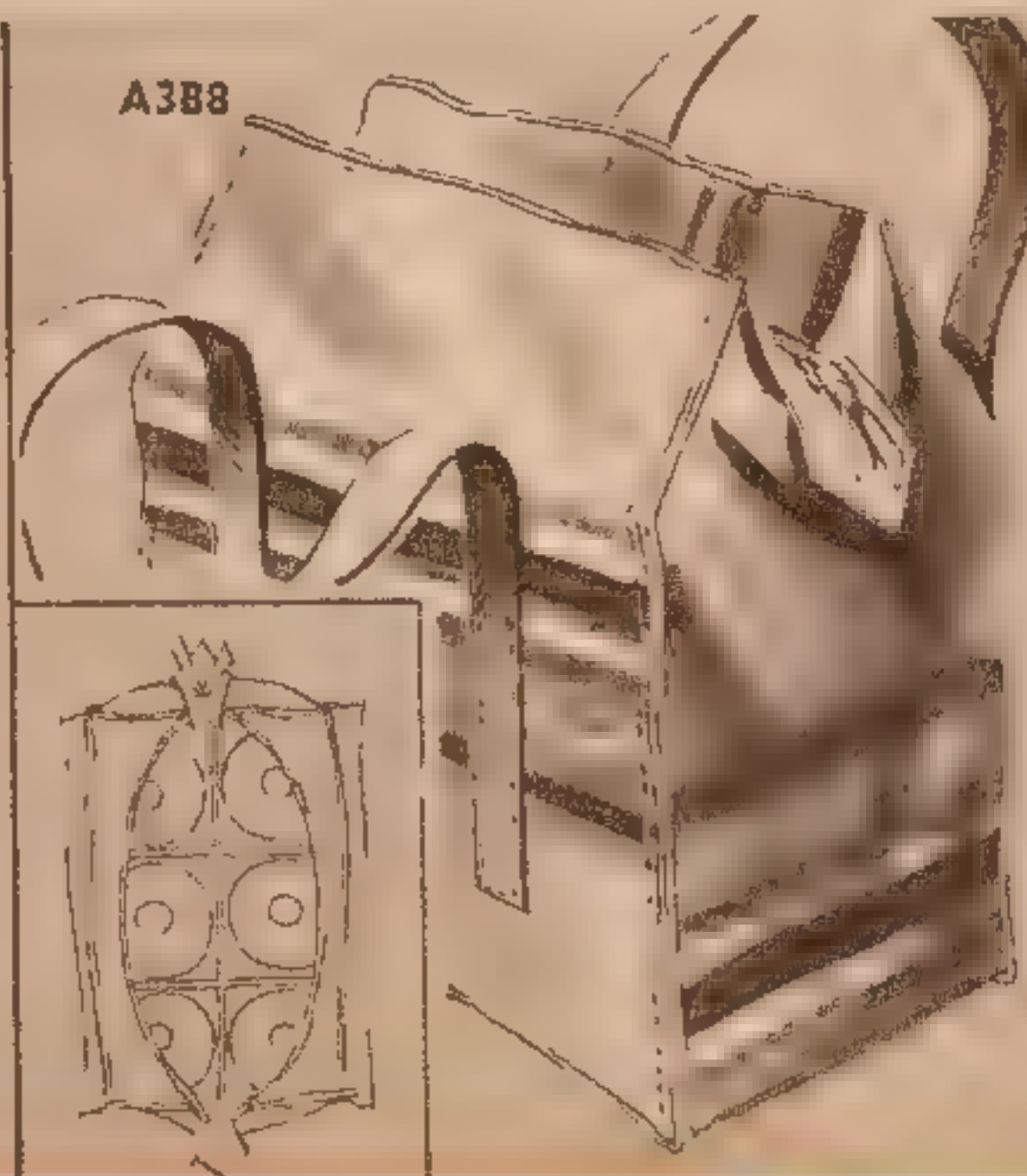
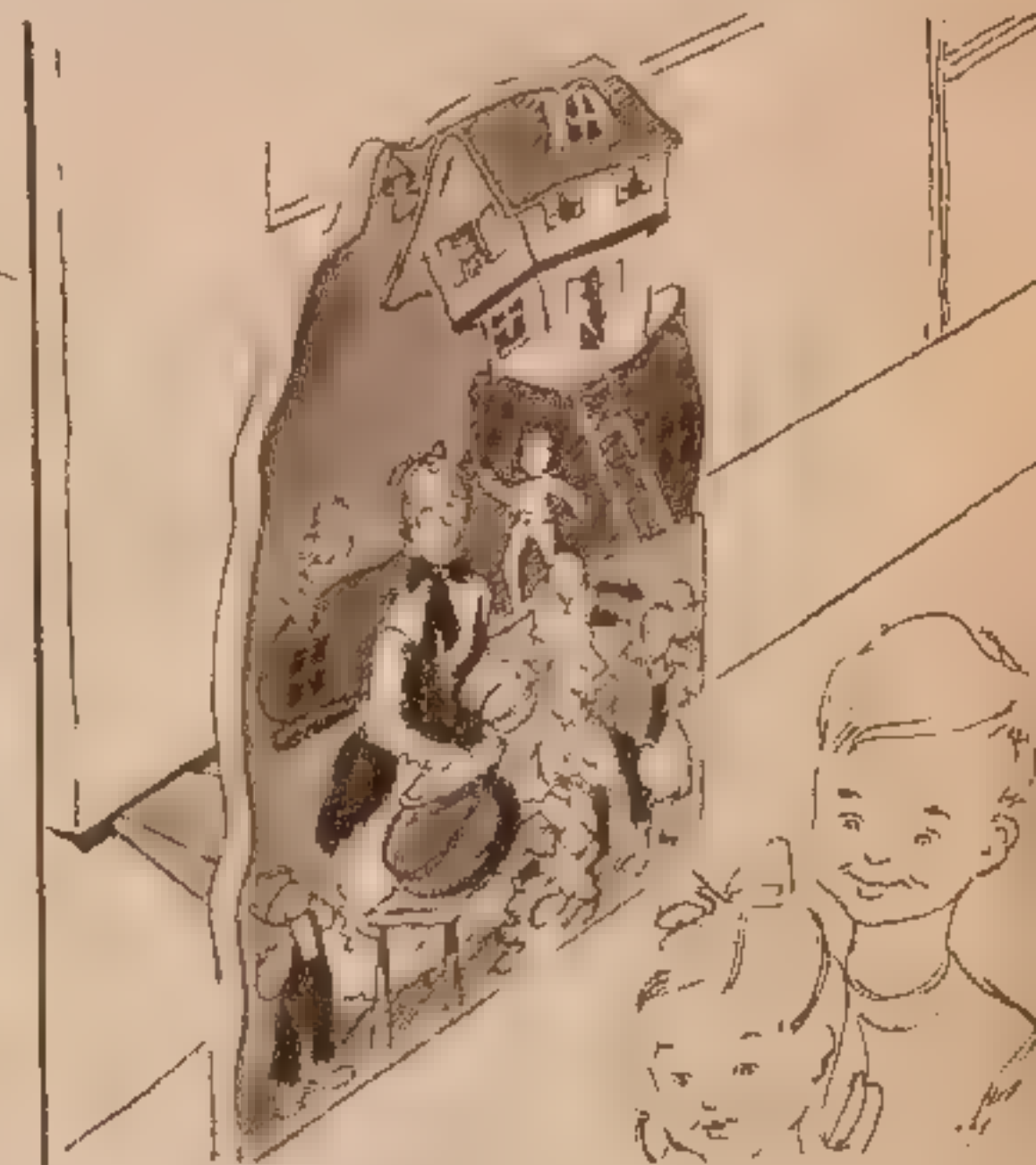


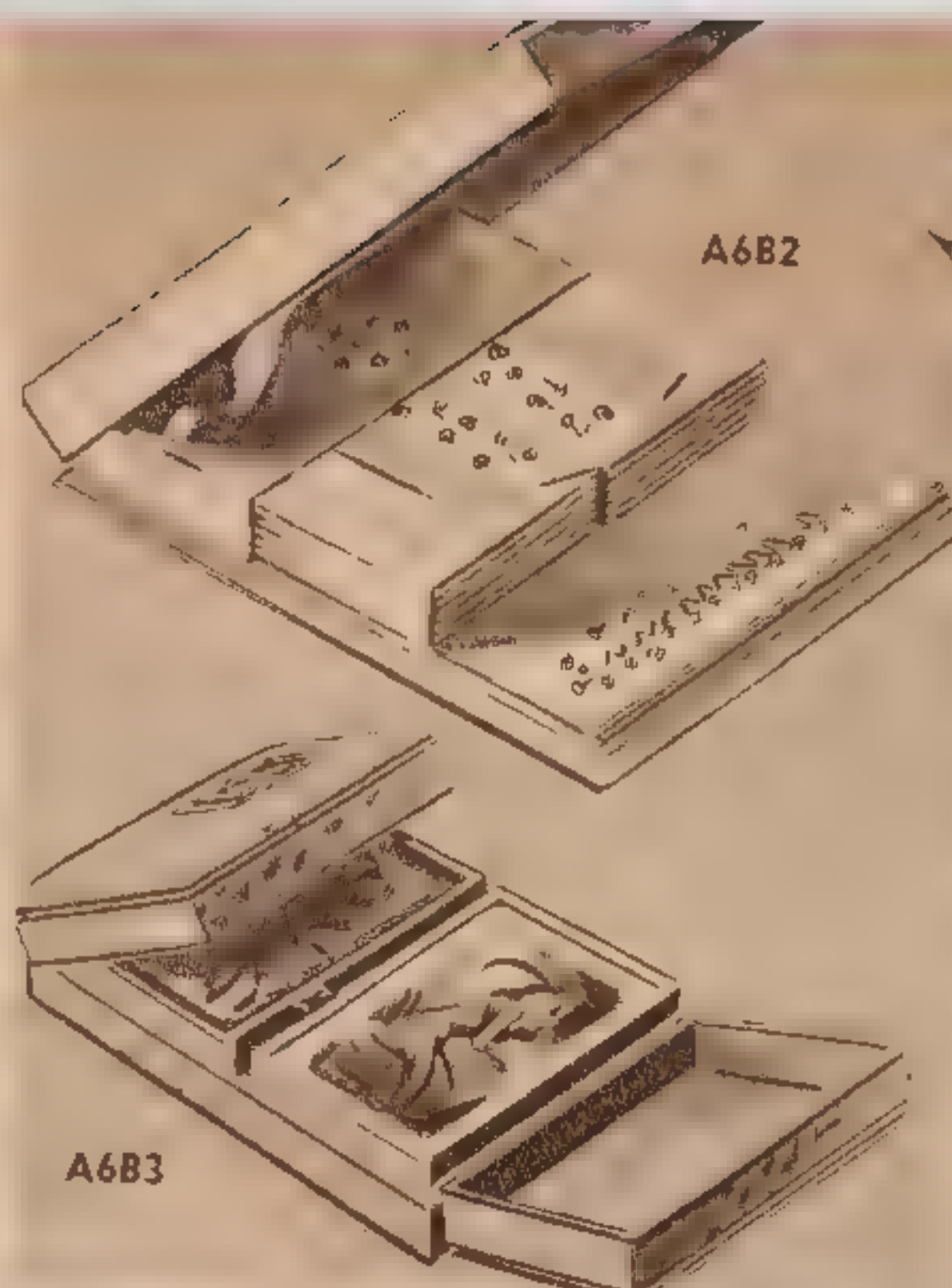
A3B5-Hand-knitted woollen tea-cosy, pretty as a picture with gay flowers sprinkled on the top. Will wash well, too. Blue, lemon, pink, green or red. *Packed weight, 4 ozs. Priced at, 15/11*

A3B8-A waterproof canvas bottle bag that will fold up, ideal for picnics. Has a firm masonite base inset and sectional compartments for six bottles. Strong zipper closing. *Packed, 4 lbs. 36/6*

A3B6-A quaint wooden door wedge, for the children's nursery or bedroom. Made strongly of wood, lacquered all over, with a transfer depicting a nursery rhyme. 8 x 5½ inches. *Packed 12 s. Price is, 4/6*

A3B9-Sponge rubber head rest for greater comfort in the bath. Clean, hygienic, detachable. Adheres to bath by two rubber suction caps; easily removed. Pink, blue, green. *Packed weight, 1 lb. Price, 13/6*





PAPER TOWELS AND STRONG METAL HOLDER

A6B1—Save on laundry with economical disposable paper towels, for kitchen or bathroom. Soft, high-grade paper, one continuous roll. Metal holder sold separately, has cutter to enable paper to be torn at any desired length. *Pkd.*, 4 lbs. Paper towel roll, 2/9; white metal holder, 11/6

FLOWERED STATIONERY SET

A6B2—"Loretta" compendium, 20 pages and envelopes to match in deep cream, printed floral design on border, and flap of envelopes. *Packed*, 1 lb. Price, 8/6

PLAYING CARDS IN GIFT BOX

A6B3—Pictorial-back gold edged playing cards by Waddington's. Sturdy cards to stand constant use. In twin-padded gift box. 8 ozs. *packed*. Double pack, 23/9

NEW PLASTIC PENCIL CASE

A7B1—"The Playmate," plastic pencil case for children. Shaped like a pencil, 10 ins. long, 1 1/2 inch diameter. Yellow, red or blue. *Packed*, 1 lb. Price is, 3/3

'TALLON' BALL-POINT PEN

A7B2—An efficient, reliable pen, the "Tallon" ball-point. *Packed*, 4 ozs. Grey, burgundy or black with metal cap. 8/6; with plain cap, 6/3; Refills, price, 2/10



Hand-Made Sweets and Chocolates from "Miss Daveney"

'MISS DAVENEY'S' HAND-MADE CHOCOLATES

Priced from 8/11 1 lb. box

B23B1—"Miss Daveney's" hand-made assorted chocolates, luscious to eat; many different delicious centres, and coated with rich, dark creamy chocolate. 1 lb. box, 8/11; 2 lb. box, 17/11; 1lb. *extra packed*. 3 lb. box, 26/9; 4 lb. box, Price, 35/9 2 lbs. *extra packed*.

Save time. Use convenient Order Form on Page 71

CHOCOLATE FRUITS AND NUTS

B23B2—Big 1 lb. box of "Miss Daveney's" hand-made chocolate fruits and nuts. Taste-tempting fruits and nuts, including figs, cherries. *Packed*, 2 lbs. 9/11

CHOCOLATE MINT CREAMS

B23B3—Farmer's own 1/2 lb. box of hand-made luscious mint-flavoured chocolate-creams by "Miss Daveney." Dark chocolate coated. 1 lb *packed weight*, 4/9

BOXED ASSORTED CANDIES

B23B4—More refreshing sweets by the famous "Miss Daveney," this time hand-made mixed candies, including caramels, nougats, fudge. 2 lb. *fully packed*. 4/-

FARMER'S OWN TOFFEES

B23B5—Farmer's special-wrap buttery toffees have assorted flavours. Made by "Miss Daveney," packed in 1/2 lb. cellophane bag. 1 lb. *when packed*. Bag, 2/3

FARMER'S—PAGE 67



VIVID PEASANT APRON

A481—A quaint peasant apron, ties at the waist, and has a full flared skirt. The waistline has a deep yoke, bound with bias. Roomy pocket. In brilliant florals. *Packed, 1 lb.* Price, **7/9**



HEART-YOKE APRON

A482—Vivid floral apron has crossover straps, straight skirt. Crisp contrasting organdi frills trim the heart-shaped yoke and pocket. A practical yet pretty apron, this. *Packed, 1 lb.* **11/9**



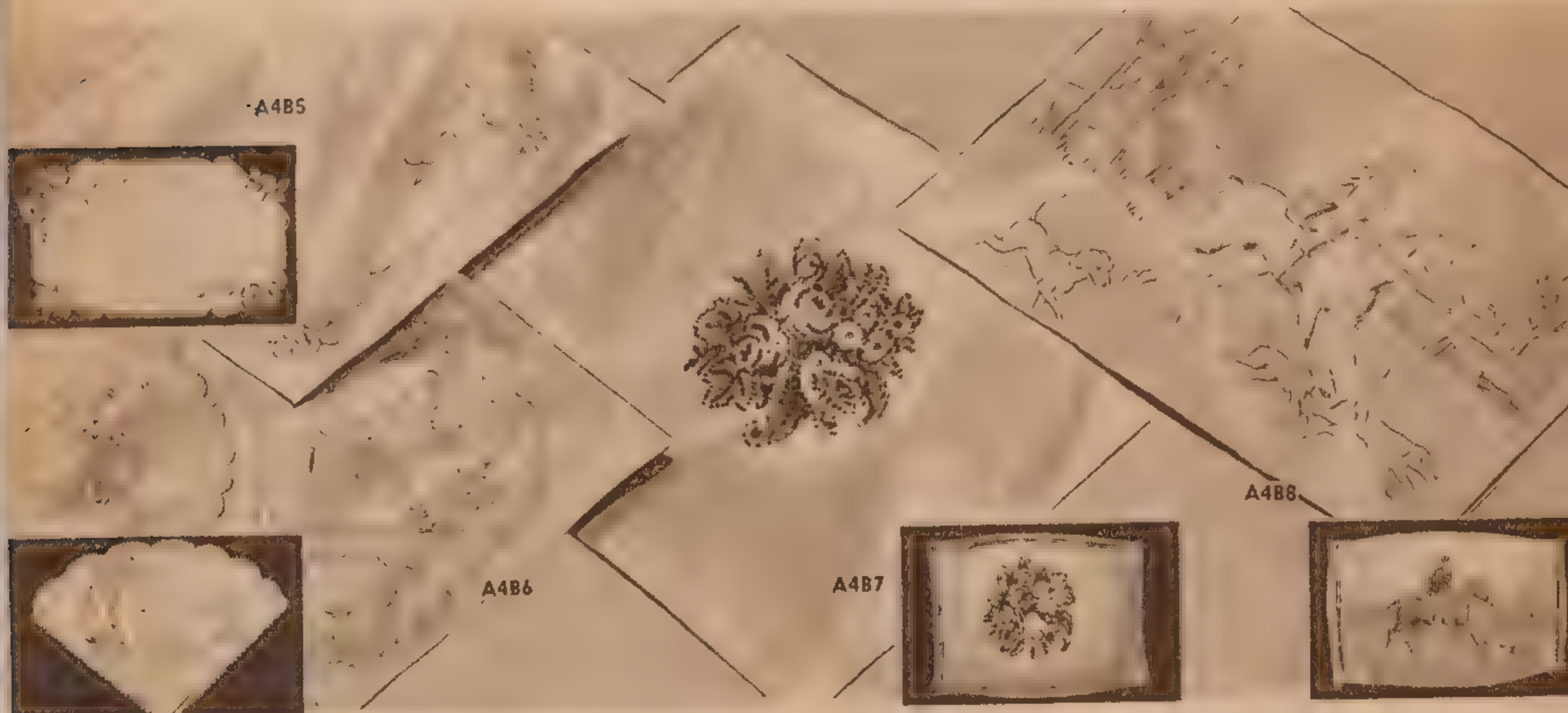
LARGE-SIZE APRON

A483—An apron for the fuller figure, especially designed to "cover-up", ideal for cooking. Bar-back, wide skirt and bib. Gay colours, bound edges. *Pkd. 1 lb.* O.S., **8/7**. X.O.S., **10/-**



BAR-BACK APRON

A484—Colourful flowered apron has an ample skirt, bar-back. Shoulder-straps are pretty frills; midriff-band at waist. Roomy frill-trimmed pocket. *Pkd., 1 lb. W.,* **10/6**. O.S. **12/4**



SCALLOPED-EDGE SETS

A485—Traced pure linen flower design has scalloped edges. 3-piece set, *Packed, 1 lb.* **7/3** 14 x 20 inch. 12 ounces, **5/6** 36 x 36 in. 1 lb. *packed, 18/6* 54 x 54 in. 1 lb. *packed, 38/5*

FAN-SHAPE SET

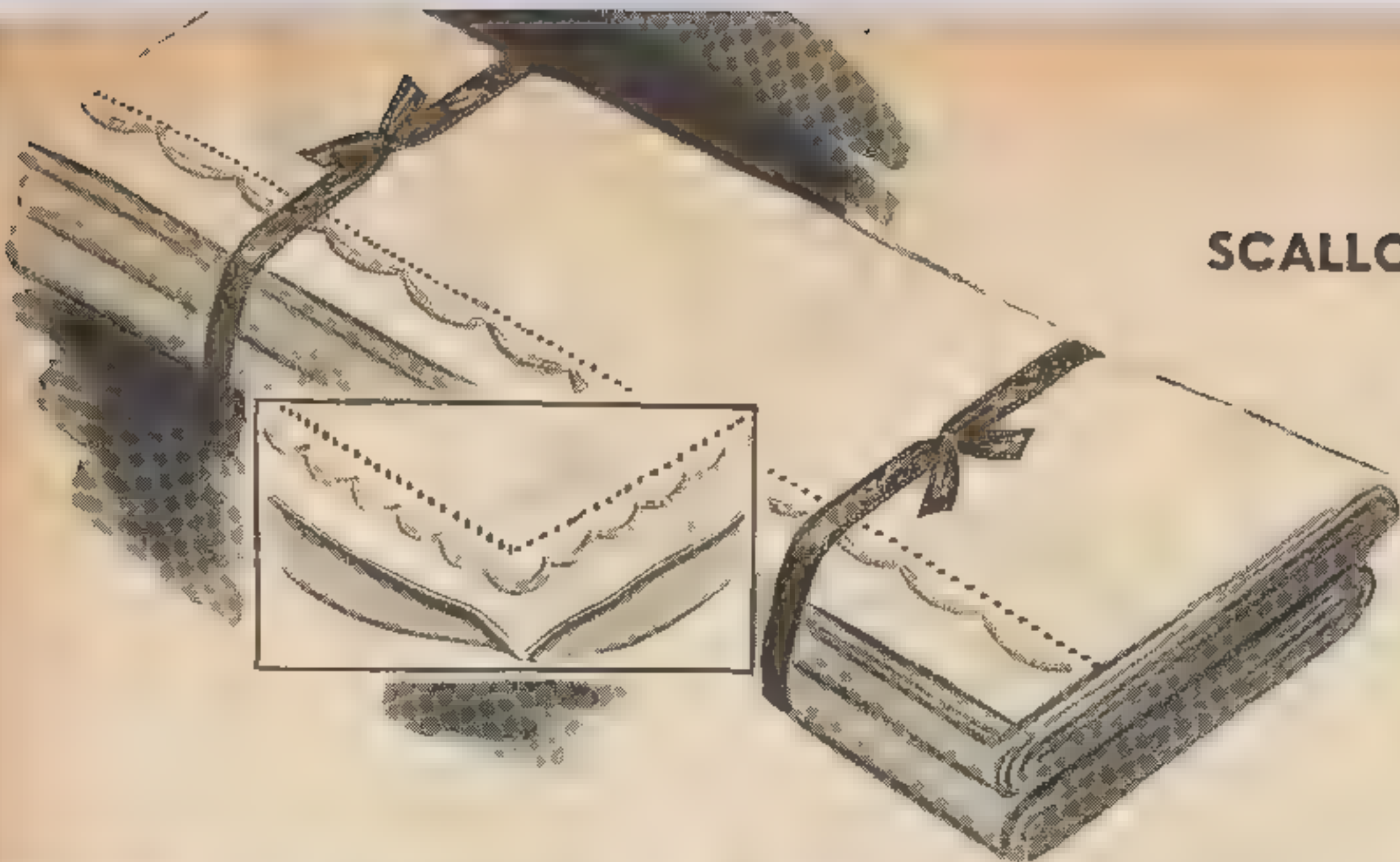
A486—3-pce Duchess set, centre and two mats, in firm cream rayon, each piece shaped as a fan, pretty hollyhock, sundial design to embroider. *Packed, 1 lb.* This unusual set. **8/11**

CHINESE TAPESTRIES

A487—Chinese tapestry chair-seat with design ready-worked. Background only to be filled in. 23 x 23ins. *Pkd., 1 lb.,* **50/-** Background wool, skn. **1/11½** Also available, stencilled canvas for cushions, chairs, or firescreens; from **10/6**

TRACED CUSHION

A488—Burlap cushion, traced design of gay hunting scene, 24 x 16ins. Work in Artello thread; scene requires 17 skeins cotton. *Packed 1 lb.* **6/8** Artello cottons, skeins, ea. **6d**



SCALLOPED-EDGE ENGLISH SHEETS

C7B4 — Closely-woven, hard-wearing English-made sheets of plain bleached sheeting. Scalloped edges. *Packed weight, 6 lbs.* Pair, 70 x 90 inches. Price, **87/-**. 90 x 99 inches. Price, **108/6**

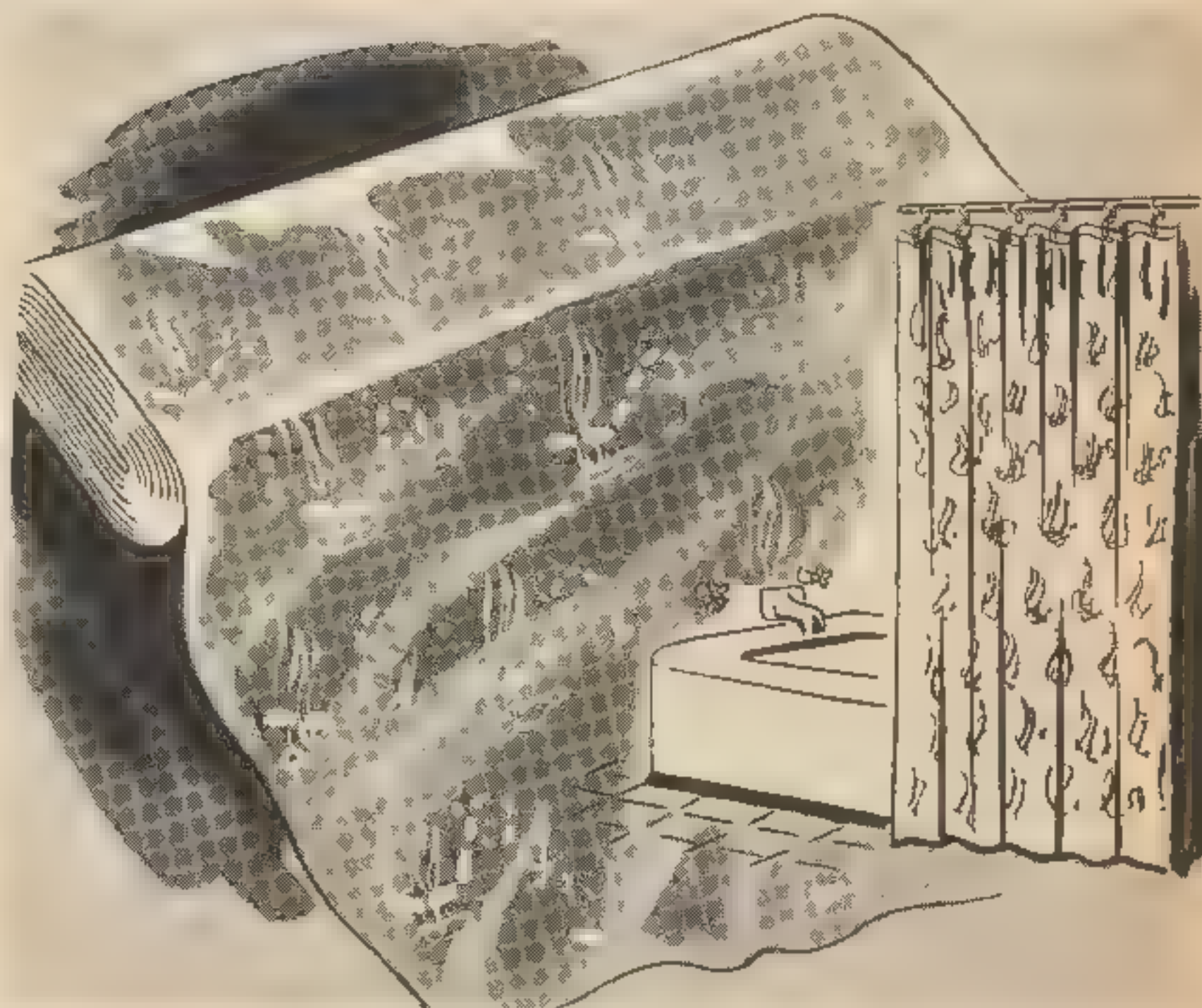
Unillustrated:

C7B5 — Smooth-finished, strong, long-lasting English-made sheets of plain bleached sheeting. *Packed weight, 6 lbs.* Size, 63 x 100 inches. Priced at **58/-**. 70 x 100 ins., **60/-**; 90 x 100 ins., **76/9**



GREY UNBLEACHED SHEETING

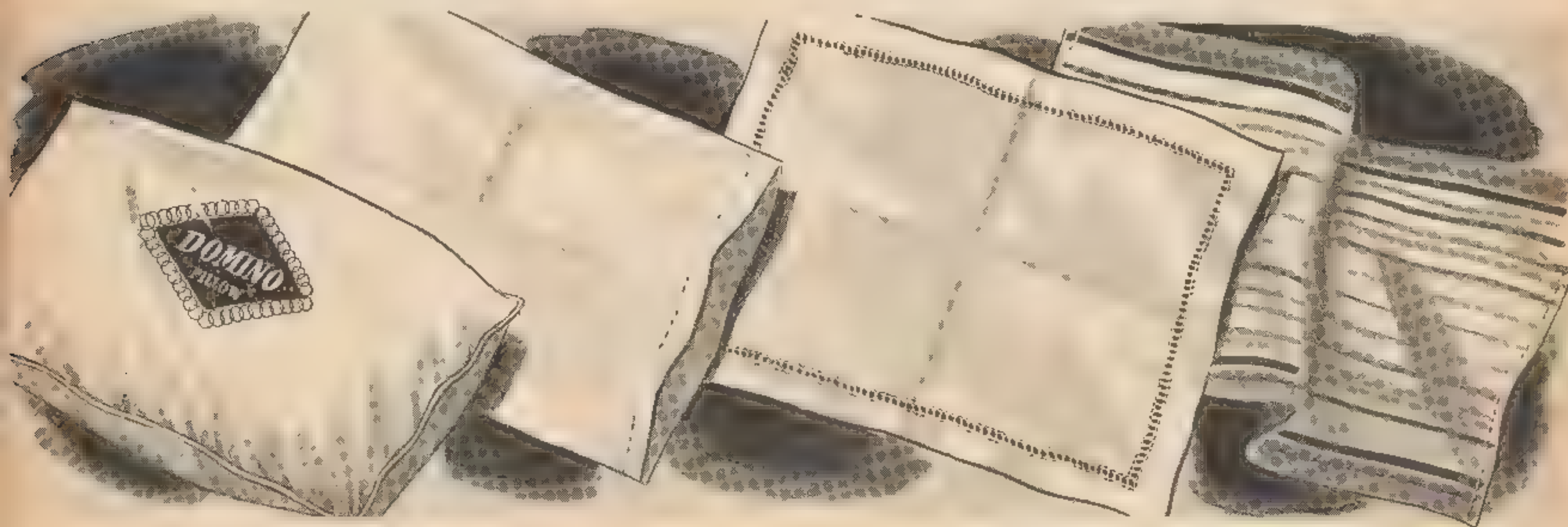
C7B6—Grey unbleached sheeting to purchase by the yard. Hard-wearing, will stand rough treatment, practical and economical for use on verandah beds. Will bleach white in a few launderings. Strong and durable, easy to wash. *Packed, yard, 2 lbs.* Price, yard, 56 inch, **7/9**; 72in. **10/8**



GAY PRINTED WATERPROOF PLASTIC

C7B7—36 inch wide plastic has white fish design on blue, pink, green or amber grounds. 1 lb. Yard, **3/3**

C7B8—Ready-made shower curtains. White fish design on blue, pink, amber, green or white. 1 lb. 6 x 3 feet, **13/3**; 6 x 6, **26/6**. **C7B9**—Plastic hooks. Price, **1/11**



C7B10—Proofed sateen feather-filled pillow, 27 x 17 inches. Pastels of blue, pink, green, yellow or white. *Packed, 5 lbs.* Pillow priced at, **37/-**

C7B11—Housewife style pillowslip. No buttons or tape required. Fine quality white cotton. Size, 20 x 30 inches. *Packed weight, 8 ounces.* **7/3**

C7B12 — Fine quality white cotton pillowslip, securely stitched for long wear, mitred corners, hemstitched edges. 20 x 30 inches, 8 ozs. **14/9**

C7B13 — Strong, hard-wearing linen tea towel, many gaily striped designs. Launderers easily, stands constant use. 22 x 32 ins. 6 ozs. Ea., **6/11**

Weight quoted is weight of goods packed for despatch.



F581

F582

F583

F584

For long life, faithful wear—we nominate

FOUR FADELESS UNIFORMS WITH THREE INCH HEMS

STRIPED COAT-FROCK UNIFORM

F581—Fadeless uniform of "Wear-Defiance" tub cloth has double sewn seams, full skirt. Blue, green or rose grounds with white stripes. *Pkd. 2 lbs.* Busts 32 to 38 ins. **46/3**; 40 to 44, **49/-**

PINTUCKED "CESARINE" UNIFORM

F583—Pre-shrunk, fadeless "Cesarine" coat-frock uniform, pin-tucked bodice, full skirt. Blue, white or honey-beige. *Packed 2 lbs.* Fit busts 32 to 38 inches, **49/6**; 40 to 42 inches, **53/-**

"DORA" PROBATIONER CAP

F585—Nurses' "Dora" probationer cap of white English lawn-cambric. Opens out flat to iron, easily washed. Drawstring adjusts to fit any head size. *Packed weight, 2 ozs.* Price, **4/4**

SWITCH-FRONT OVERALL

F582—Fadeless English headcloth overall, can be crossed over to clean side in a second. Blue, maize, or white. *Packed 2 lbs.* Fit busts 32 to 38 inches, **34/-**; 40 to 44 inches, **37/-**

SIDE-FASTENING COAT-FROCK

F584—Uniform of fadeless English linen-like headcloth has easy-to-iron pintucks on front of bodice, side-fastening. Blue, green or white. *2 lbs.* 32 to 38 in. busts, **42/6**; 40 to 42, **44/-**

SISTERS' ORGANDI SQUARE

F586—Regulation Sisters' square of fine English organdi in snow-white. Easy-to-laundry, has two-inch hem-stitched edges. *Packed, 2 ozs.* 36 inch square, **11/3**; 40 inch square, **12/6**



F585

F586

MAIL ORDER FORM

TOWN.

STATE.

ACCOUNT

STATE ADDRESS WHERE MERCHANDISE IS TO BE SENT

ITEM

PRICE

**KEY
NUMBER**

**QUANTITY
REQUIRED**

ITEM

COLOUR

3Z15

PRICE**TOTAL £****TOTAL £**

Signature_____

Signature _____

at *Farmer's*

FAYREFIELD'S "BRONCO"

SOMBRERO HAT FOR COUNTRY WEAR

Fawn or black 51/- Sizes $6\frac{5}{8}$ to $7\frac{1}{4}$

G2183—"Bronco," the Sombrero hat by Fayrefield in the authentic Western style. Long-lasting, hard-wearing felt, with blocked telescopic crown. Contrasting plaited leather band trimmed with tassel, encircles the crown. Big, shady brim, wonderful for hot, sultry country weather. Fawn or black. Sizes $6\frac{5}{8}$ to $7\frac{1}{4}$. Packed weight, 4 lbs. Priced at, 51/-

PAGE 72—FARMER'S



BOYS' KROMHYD RUBBER SOLE AND HEEL SANDAL. STURDY TAN CALF from 22/-

E13B1—Summer sandal by "Goodman" built to stand plenty of hard wear, with a "Flexo Repairable" kromhyd sole and heel. Highly flexible, it gives the full support needed by youngsters. In tan calf, 2 lbs. Sizes, 9 to $10\frac{1}{2}$, 22/-; 11 to $1\frac{1}{2}$, 24/-; 2 to 5, 27/-

Lace derby from 23/-

E13B2 — "Goodman" lace-up derby, kromhyd "Flexo Repairable" sole and heel. Flexible all-year round shoe in tan, black calf. 2 lbs. packed. 9 to $10\frac{1}{2}$, 23/-; 11 to $1\frac{1}{2}$, 25/6; 2 to 5, 28/-



How to Measure



FOR BOYS

IF SIZE IS NOT KNOWN, quote boy's age and following measurements

OVERCOAT: Supply chest measurement and the desired length of coat.

SUIT COAT: Chest measurement and length of coat

KNICKERS OR LONG TROUSERS: Supply waist measurement and inside leg length. State whether knicker or long trouser is required.



FOR LITTLE GIRLS

Children grow so rapidly that it is important to check their size carefully each time you order. FROCKS and COATS. Sizes are governed by length. Sizes in inches are 16, 18, 20, 22, 24, 27, 30, 33, 36, 39 and represent measurement from centre of shoulder at front to bottom of hem at required length. This also applies to boys to 5 years



FOR MEN

When ordering TROUSERS, quote waist measurement, length on inside leg (from close up in crotch to bottom of trousers at length required).

FOR JACKETS send your chest and waist measurement, height and weight.

FOR OVERALLS send your chest, waist and inside leg measurements.

Open an Account

WITH FARMER & COMPANY, LIMITED

Date _____

THE CREDIT MANAGER,
FARMER & COMPANY, LIMITED,
SYDNEY.

Will you please open an account in my name in accordance with your terms of monthly settlements.

The approximate amount of credit I shall require monthly is £_____

Name (Block Letters) _____

Signature _____
(State whether Mr., Mrs. or Miss)

Persons authorised to operate on the account _____

(Please indicate whether relation or otherwise)

We prefer to open account in husband's name, in which case he should sign the above application.

Following Particulars are desired for office records.

Husband's Christian Names _____

Wife's Christian Names _____

Name of House _____ Number and Street _____

Suburb or Town _____

Business Address (if any) _____

Occupation of Applicant _____

Occupation of Husband _____

Name of your Bank _____ Branch _____

Names and Addresses of any Stores where you have an account _____

NAMES

ADDRESSES

Should applicant not be of age, a suitable guarantor is required

PLEASE CUT ALONG THIS LINE.



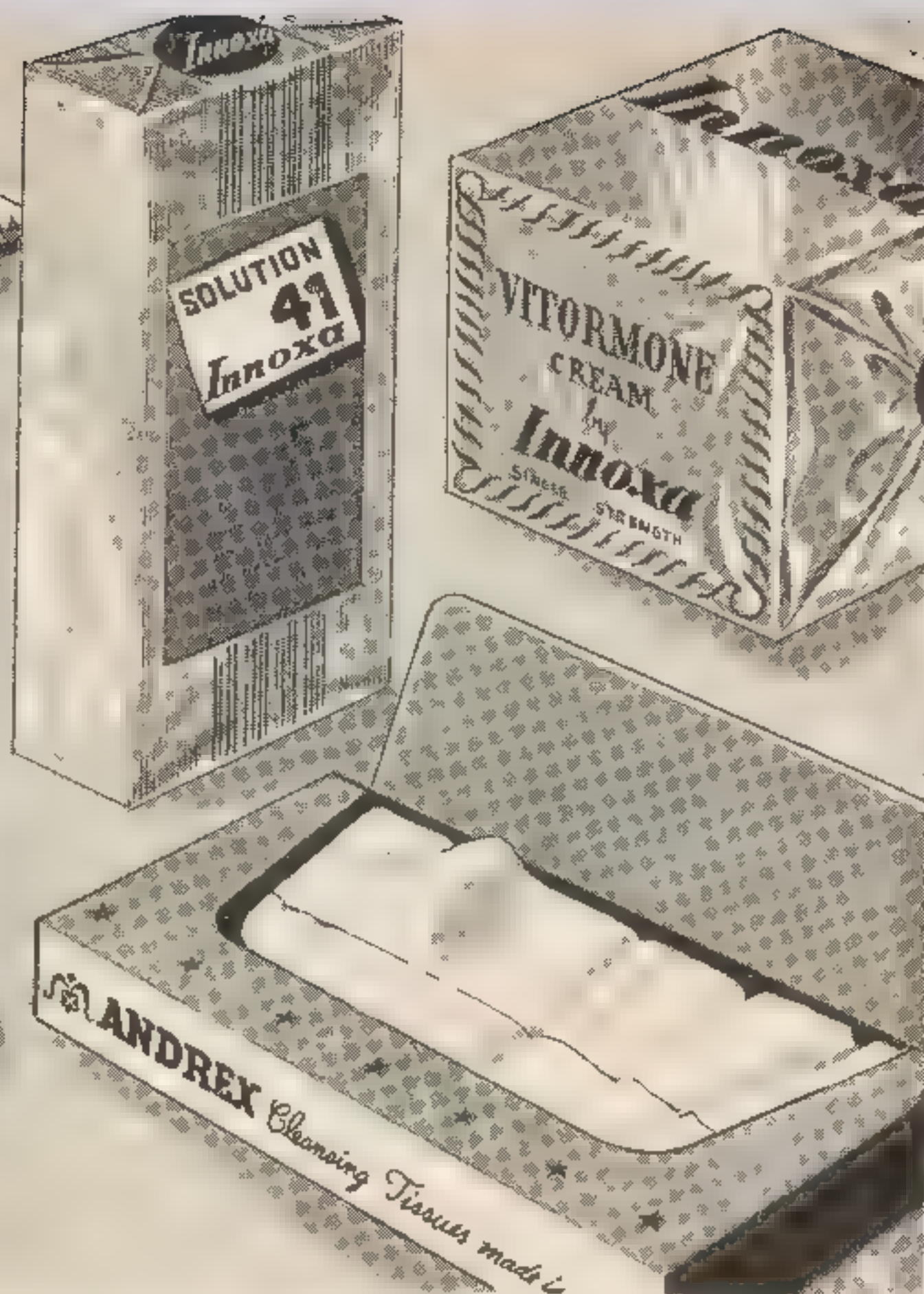
"HELENA RUBINSTEIN"

B18B1—"SILK TONE" liquid silk foundation cream. Blended with pure silk! 2 lbs. when packed. 9/- or 16/6
B18B2—WATER-PROOF MASCARA, makes lashes glamorous. With brush. Black, brown, blue shades. ½ lb. 8/11
B18B3—"SILK SCREEN" POWDER for all complexions. Gossamer textured. 1lb. pkd. Box, 11/6; Lucite box, 24/-
B18B4—"SILK VELVET" HAND LOTION is rich and truly silken for hands, and body. Delicately perfumed. 2 lbs. 9/6



"ELIZABETH ARDEN"

B18B5—"SLEEK" DEPILATORY CREAM is sweetly perfumed, easy to use. Removes superfluous hair quickly, easily. Packed 1 lb. Generous tube, 13/6
B18B6—"BLUE GRASS" perfumed hand lotion, tinted a delicate shade of green. Penetrates quickly, leaves no trace or stickiness. Packed, 2 lbs. 10/6
B18B7—"BLUE GRASS" deodorant cream, controls underarm perspiration, prevents odour, melts invisibly on skin. Won't harm clothes. Pkd. 2lbs. 9/3



"INNOXA" OF LONDON

B17B5—"41" SOLUTION for black-heads, open pores, blemishes, all greasy skin conditions. A clear, easy-to-use liquid. 2lbs. pkd. Generous size. 13/6
B17B6—VITORMONE CREAM nourishes tissues, helps prevent wrinkles. Packed, 2 lbs. Single strength, 21/6, 37/-. Double strength, 33/6, 64/-
B17B1—CLEANSING TISSUES, 150 sheets; soft. For use as handkerchiefs or removing make-up. Packed, 1lb. 3/6

Order your favourite cosmetics by mail. Farmer's stocks all beauty preparations by Cyclax, Innoxa, Yardley, Paul Duval, Contoure, Lournay, Max Factor, Coty, Helena Rubinstein, and Elizabeth Arden. Write for details.



SPONGE-BAG, 17/6

B17B2—Quilted plastic sponge-bag strongly made and evenly stitched. Easily-opened drawstring top, plastic handle. Big, roomy inside. Rose-pink, lemon or green. Packed, 1 lb. 17/6



"TONI" HOME PERM

B17B3—"Toni" complete permanent wave kit, containing the new spin curlers, easy to operate. Pkd., 2lbs. 26/-
B17B4—"Toni" refill kit, has everything except plastic curlers, 1lb. 11/6



"HINDES" HAIR BRUSH

B19B1—Hinde's "Very" brush, pure bristles. Small brush included for cleaning hairbrush. Pkd. 1 lb. 30/6
B19B2—"Grippy" non-slip nylon-filled nail brush. 3 pastels. Pkd. ½ lb. 4/3

Read these instructions before ordering

The weight included in every description represents the **PACKED WEIGHT**, and not the actual weight of the item.

When ordering (order forms are on page 71), be sure to write weight of each item in column provided. Total these weights, and refer to **CARRIAGE CHARTS** on this page to calculate the amount of freight on your order. Add this amount to the total value of your order. A refund will be sent you when the freight on your order is less than the amount you send us.

Account customers will receive a usual monthly statement which will include freight charge for goods.

Parcels over 11 pounds cannot be sent by post. In all cases, unless otherwise instructed by you, Farmer's will despatch your order by the cheapest method.

RETURNING PARCELS TO FARMER'S.—

Please remember to write your name and address clearly on the parcel which you are returning, and add sufficient postage. Tie parcel securely.

Write a separate letter telling us the reason for its return. Do not keep unsuitable goods. Return them to Farmer's immediately per registered mail.

LOST IN TRANSIT . . . Farmer's cannot accept responsibility for merchandise should it be "lost in transit," whilst being returned to Farmer's. We suggest that clients "register" parcels and packets for safe delivery, carefully retaining the receipt.

CASH-ON-DELIVERY.—Parcels will be sent C.O.D. per passenger train only to the nearest railway station. Customers are charged a small commission by the Railway Department—4d. in every £ or portion thereof, with a minimum of 6d. This C.O.D. Service applies only to N.S.W. Railways. Parcels sent by this method are not transferable to interstate towns.

CASH ON DELIVERY PARCEL POST.—Parcels are forwarded to Post Offices within the Commonwealth, Papua, Nauru and F.I. Postal authorities' charge includes commission and registration which, with purchase price of goods, the postman collects.

Interstate Orders: Orders for despatch to addresses outside N.S.W. must clearly indicate the STATE as well as the other particulars of the address. In many instances, names of towns in N.S.W. are duplicated in other States, causing confusion and delay in customers' receipt of goods when the State is not named.

PLEASE NOTE: If you have not an account with Farmer's it is necessary to send cash for full amount of your order, plus carriage. This does not apply to C.O.D. orders. When stamps are required to make up the value of a postal note, PIN them to the postal note, do not stick them.

NO GOODS ON APPROVAL . . . Farmer's regrets that under present conditions goods cannot be sent on approval, but mail order goods which prove unsatisfactory should be returned by registered mail to Farmer's to be replaced by satisfactory merchandise.

LAY-BYS. Farmer's accepts lay-bys on all merchandise catalogued with the exception of Hygiene accessories and Confectionery. A deposit of one shilling for every five shillings spent (i.e. 4/- in every £1) is required. The balance may be paid off in monthly instalments within four months except in the case of fashion goods which must be paid for in full within two months.

PAYMENT . . . make remittances payable to Farmer & Company Limited, and cross all cheques. Keep record of amount and number of cheque, postal note or money order. When sending notes, register letters containing money. Add exchange if necessary.

PARCELS POST (Maximum Weight 11 lbs.)

States	PARCELS NOT EXCEEDING					
	1 lb.	2 lb.	3 lbs.	4, 5 lbs.	6, 7, 8 lbs.	9, 10, 11 lb.
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
NEW SOUTH WALES*	1 6	1 10	2 3	2 11	3 8	4 8
QUEENSLAND, VICTORIA, TASMANIA	2 6	3 0	3 8	4 4	6 0	8 0
SOUTH AUSTRALIA, WEST AUSTRALIA						
NORTHERN TERRITORY, CENTRAL AUSTRALIA	3 0	3 9	5 0	6 0	8 4	11 8

*Australian Capital Territory, Lord Howe Island and Norfolk Island are regarded as being within New South Wales.

RATES FOR PACKET POST (for weights not exceeding 16 ounces) within the Commonwealth (including Lord Howe and Norfolk Islands, Nauru, and the territory of Papua-New Guinea, 3d. for the first 2 ounces, and 2d. for each additional 2 ounces.

TO REGISTER YOUR ORDER, add registration fee to value of goods

Value	Fee	Value	Fee	Value	Fee
£5	9d.	£20	1/3	£40	1/9
£10	1/-	£30	1/6	£50	2/-

FREIGHT CHARGES PER N.S.W. PASSENGER TRAIN

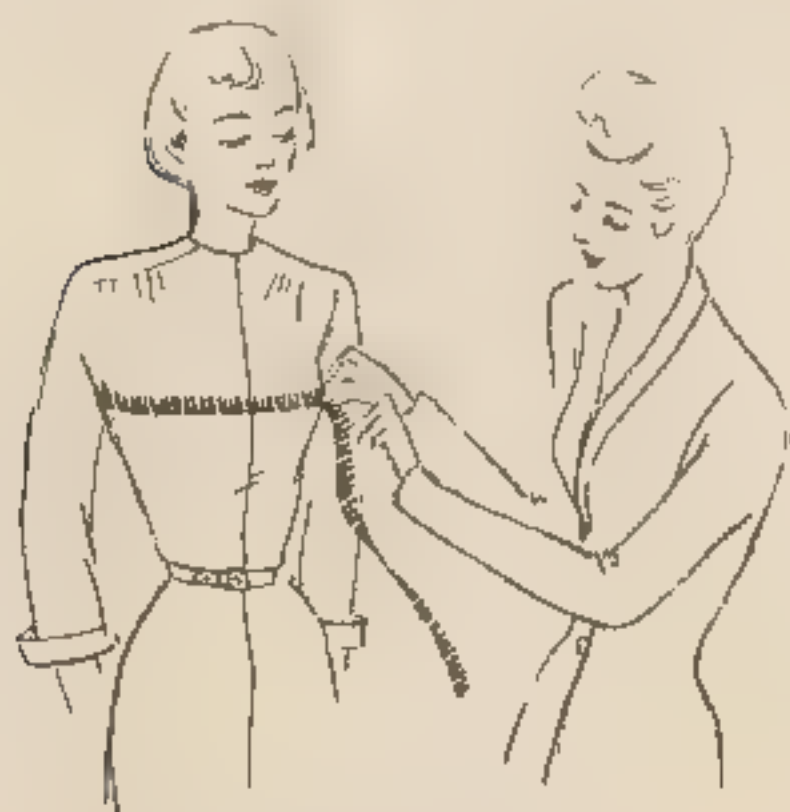
Not Exceeding Miles	NOT EXCEEDING																				Each add. 28 lb. or part thereof
	1 lb.	2 lb.	3 lb.	4 lb.	5 lb.	6 lb.	7 lb.	8 lb.	9 lb.	10 lb.	11 lb.	12 lb.	13 lb.	14 lb.	15 to 21 lb.	22 to 28 lb.	29 to 42 lb.	43 to 56 lb.	57 to 84 lb.	85 to 112 lb.	
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
25	0 6	0 6	0 6	0 9	0 9	0 9	0 9	1 0	1 0	1 0	1 0	1 0	1 0	1 0	1 6	1 9	2 3	2 9	3 6	4 0	1 0
50	0 6	0 6	0 6	0 9	0 9	0 9	0 9	1 3	1 3	1 3	1 3	1 3	1 3	1 3	1 9	2 0	3 0	3 9	5 0	6 0	1 6
75	0 9	0 9	1 0	1 0	1 3	1 3	1 3	1 6	1 6	1 6	1 6	1 6	1 6	1 6	2 3	2 9	3 9	5 0	6 6	8 0	2 0
100	0 9	1 0	1 0	1 3	1 6	1 6	1 6	1 9	1 9	1 9	1 9	1 9	1 9	2 0	2 9	3 9	4 9	6 3	8 9	11 0	2 9
125	0 9	1 0	1 3	1 3	1 6	1 6	1 9	2 0	2 0	2 0	2 3	2 6	2 6	2 6	3 6	4 3	5 9	7 6	10 9	13 0	3 3
150	0 9	1 0	1 3	1 3	1 6	1 9	2 0	2 0	2 3	2 6	2 6	2 9	2 9	3 0	3 9	5 0	6 9	8 9	12 0	15 0	3 9
175	0 9	1 0	1 3	1 3	1 6	1 9	2 0	2 0	2 6	2 6	2 9	3 3	3 6	3 9	4 9	5 6	7 9	9 9	13 9	17 0	4 3
200	0 9	1 0	1 3	1 3	1 6	1 9	2 0	2 0	2 6	2 6	2 9	3 6	3 9	4 0	5 3	6 3	8 9	10 9	15 0	19 0	4 9
250	0 9	1 0	1 3	1 3	1 6	1 9	2 0	2 0	2 6	2 6	2 9	3 9	4 0	4 6	6 0	7 6	10 6	13 3	17 9	23 0	5 9
300	0 9	1 0	1 3	1 3	1 6	1 9	2 0	2 0	2 6	2 6	2 9	4 0	4 3	4 9	7 0	8 9	11 6	14 6	20 0	25 0	6 3
350	0 9	1 0	1 3	1 3	1 6	1 9	2 0	2 0	2 6	2 6	2 9	4 3	4 6	5 0	7 6	9 6	13 3	15 9	21 6	26 0	6 6
400	0 9	1 0	1 3	1 3	1 6	1 9	2 0	2 0	2 6	2 6	2 9	4 6	4 9	5 6	8 0	10 6	14 6	17 6	22 6	28 0	7 0
500	0 9	1 0	1 3	1 3	1 6	1 9	2 0	2 0	2 6	2 6	2 9	4 9	5 0	5 9	9 3	11 6	16 6	20 0	25 6	31 0	7 9
600	0 9	1 0	1 3	1 3	1 6	1 9	2 0	2 0	2 6	2 6	2 9	5 0	5 3	6 3	10 0	13 3	18 0	22 6	28 6	34 0	8 6
700	0 9	1 0	1 3	1 6	1 6	1 9	2 0	2 0	2 6	2 6	2 9	5 3	5 6	6 6	10 9	13 9	19 3	25 0	31 0	36 0	9 0

How-to-Measure for Correct Clothing Size

Farmer's styles are based on your own measurements

You'll find it easy to be correctly fitted when you order your new dress, coat, suit or sportswear from Farmer's. Simply check your measurements each time you order. It is better to have someone else measure you. *Take necessary measurements at points illustrated below.* Then find the correspond-

ing measurements in the size scale of the garment you are ordering, and choose the size nearest your measurements. Farmer's has made all necessary allowances for style and fit. Give your size as accurately as you can. If hips and waist agree with the scale, do not change size for a one-inch variation in bust measurement.



MEASURING BUST—place tape over shoulder blades and fullest part of bust. Hold tape snugly.



MEASURING WAIST—place tape measure around the natural waistline. Hold tape snugly.



MEASURING HIPS—place tape measure around the fullest part of the hips. Hold tape snugly.

FILL IN YOUR MEASUREMENTS HERE AND CHECK WITH CHARTS BELOW.

BUST

... inches

WAIST

... inches

HIPS

... inches

SIZE SCALE FOR TEENAGE

Order size	10T	12T	14T	16T
If bust is	32	33	34	35½
If waist is	24	25	26	27½
If hips are	33	34	35	36½

SIZE SCALE FOR MISSES AND WOMEN

Order size	12	14	16	18	38	40	42	44
If bust is	32	34	36	37	38	40	42	44
If waist is	25½	26½	27½	29½	32	34	36	38
If hips are	34	35½	37	39	42	44	46	48

How-to-Measure for Correct Shoe Size

Two ways to obtain a comfortable fitting.

(1) Always quote regular AUSTRALIAN SHOE-SIZE and whether you have a narrow, medium or broad foot. If you are familiar with your American shoe fitting, it will assist if you quote your American fitting as well; but always quote your Australian size. American fittings differ from Australian fittings in this respect. Australian size 4 (medium) equals American size 5½B (which represents 1½ sizes added to your usual size). To estimate your width fitting, refer to the following scale. Very narrow AA; Narrow A; Medium B; Wide C; Very Wide D.

(2) Use Farmer's scientific 4-point measuring system. Take a piece of blank paper large enough to fit under your foot, also a knife and a sharp pencil. Sit on a chair and let the foot which has been most difficult to fit, rest naturally on the paper. Make four marks on the paper as directed at right.

DO NOT STAND—Farmer's size range will allow for the normal spread of your foot when standing.

FOR CHILDREN'S SHOES, measure each time you order. Young, growing feet need accurate shoe fitting.

Have someone else measure you for accuracy.



You will now have a piece of paper with your pencil marks on it (as shown at left). Enclose this paper with your order. These measurements will give all the information needed to determine your correct shoe size.



Have someone else hold the knife at the tip of your longest toe, and mark the paper at this point.



At the point of the inside of the foot (widest part) make another mark where the knife meets the paper.



Next, at the back of the heel, make another mark. Be sure to hold the knife straight up and down.



Lastly mark the widest part of the outside of your foot. These marks give Farmer's your exact measurements.

Cotton Athletic, Button-band Trunks

G13B1—Absorbent white ribbed cotton athletic singlet, full-fitting, deep armhole. Light-weight and cool for hot summer days. Neatly finished, top-sewn edges. 34 to 44 chests. *Pkd., 6 ozs. 6/5*

G13B2—White calico shorts, strong-wearing, cool. Full balloon seat, elastic shirred at back, three button front. Firmly stitched and finished. 30 to 44 waists. *Packed, 6 ozs. 7/11*

"Lucas" rayon Athletic, Trunks

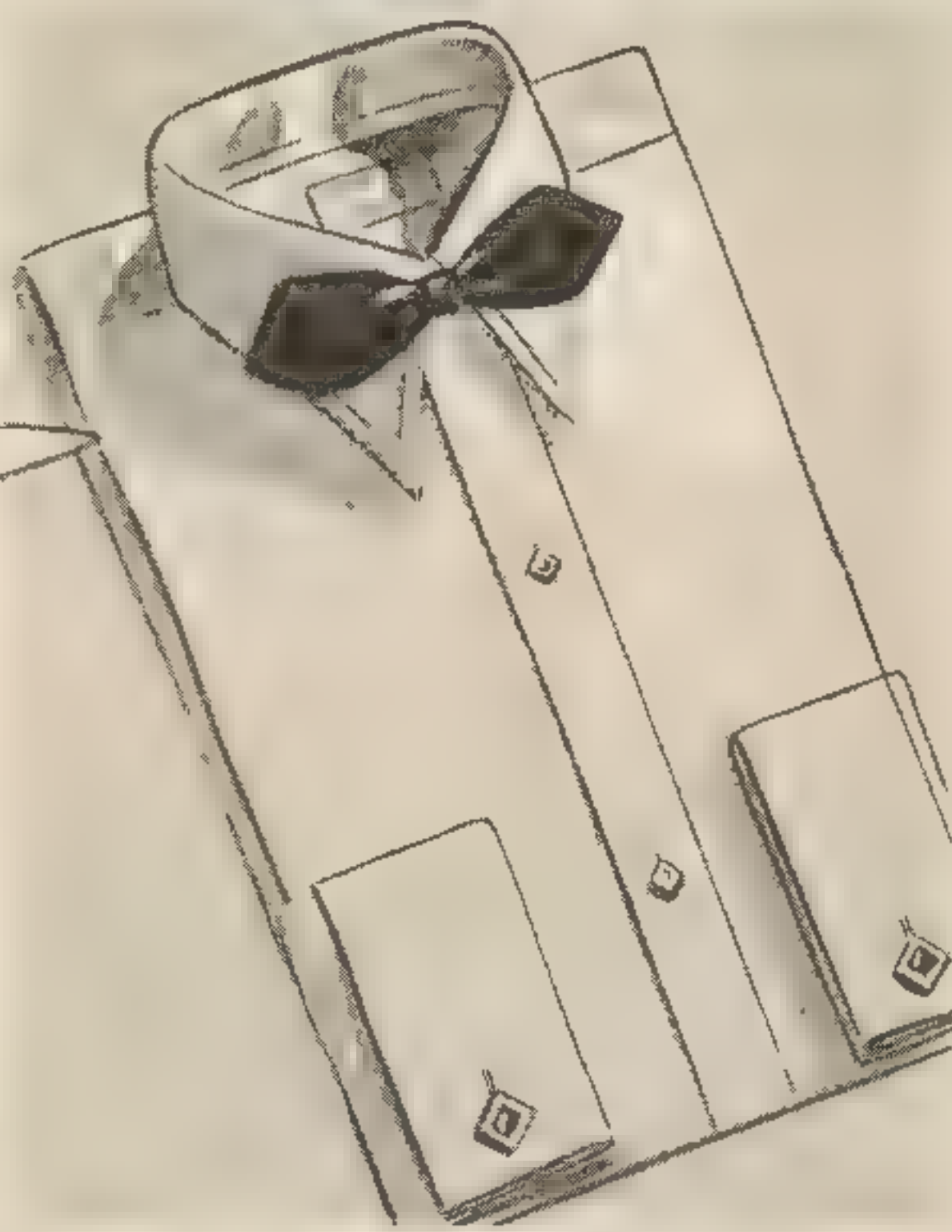
G13B3—Long-wearing "Lucas" rayon athletic singlet. Light-as-air, cool-textured for summer. Full fitting, deep armholes, firm stitching. White. 34 to 44 inch chests. *Packed 6 ozs. 12/-*

G13B4—Trunks to match, in "Lucas" rayon have Permolaastic waistband, fully guaranteed to last the life of garment. Light, airy. *Packed, 6 ozs; Waists, 32 to 42 ins., 14/6; 44 to 46, 16/9*



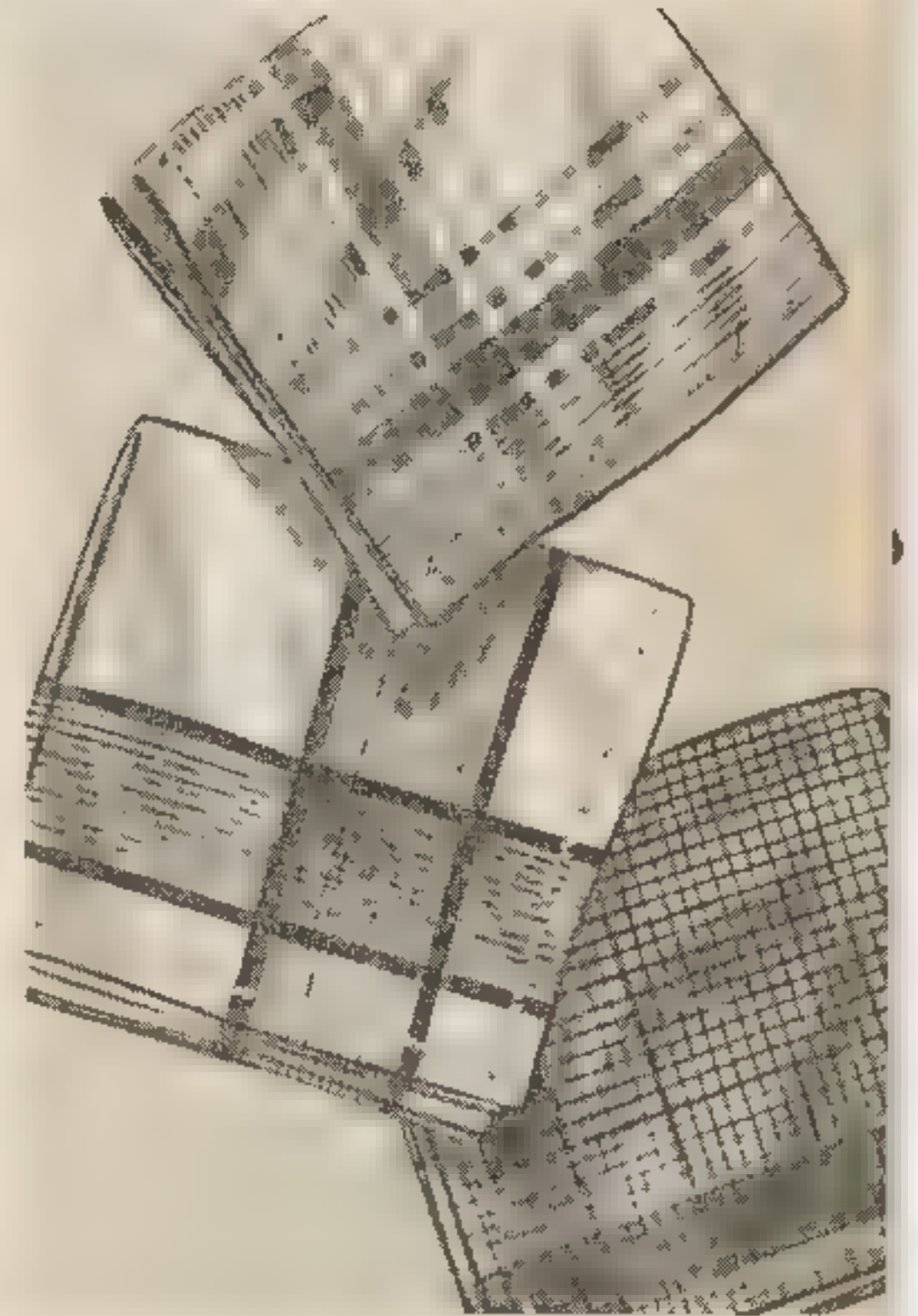
SOFT FUR- FELT HAT

G21B2—"Fayrefield's" wide 3-in. brim hat for country wear. Soft-finish pure fur-felt. 1½ inch contrasting gros-grain band. Dark grey, fawn, head sizes, 6½ to 7½. *Packed, 2 lbs. 32/6*



MARCELLA DRESS SHIRT

G18B6—Semi-formal evening shirt of fine body cloth, English marcella front. Attached fused collar, double marcella cuffs. Soft two-stud front. 14 to 17½ collars. *Packed, 14 ozs. 47/6*



MEN'S HANDKERCHIEFS

G16B1—Fine Egyptian cotton handkerchiefs have ½ inch hemstitched edge. Fast all-over colours or coloured borders. In blues, greys, fawns, or wines. *Packed weight, 2 ozs. 3/1*



RUBBER TURTLE, 22/6

G12B1—Rubber surf turtle for children, assists them in learning to swim, is easy to use. Sturdy rubber, shaped and painted in turtle design. Easy to inflate. 2 lbs. packed weight. Farmer's price is, 22/6

SURF BOARD from 93/6

G12B2—Rubber surf board sturdily made with heavy-duty canvas backing. Has two rubber handles attached, contrasting motif design on front. 10 lbs. packed. In two sizes, one for adults, 132/6. Junior, 93/6

Farmer's under-water fishing guns

Farmer's special stocks of underwater spear fish guns. Choose from locally or French made varieties. Write for your own requirements from our Sports Department.



Rubber flippers from 49/6

G12B3—Rubber surf flippers, 4 lbs. packed. Fit shoe size 4 to 6, 49/6 7 to 10½, 59/9. With adjustable heel strap (not illus.), 6 to 10½. 62/-

Spear-fishing mask, 27/6

G12B4—"Undersee" swimmers' mask of rubber with glass window. Adjustable to any head. 2 lbs. packed. 27/6
G12B5—French-model (unill.) 45/-

Breathing tube, 19/11

G12B6—Light-weight metal tube has rubber end and comfortable mouth-piece. Allows breathing just below surface. 1 lb. packed. Priced. 19/11

Tennis practice set, 7/6

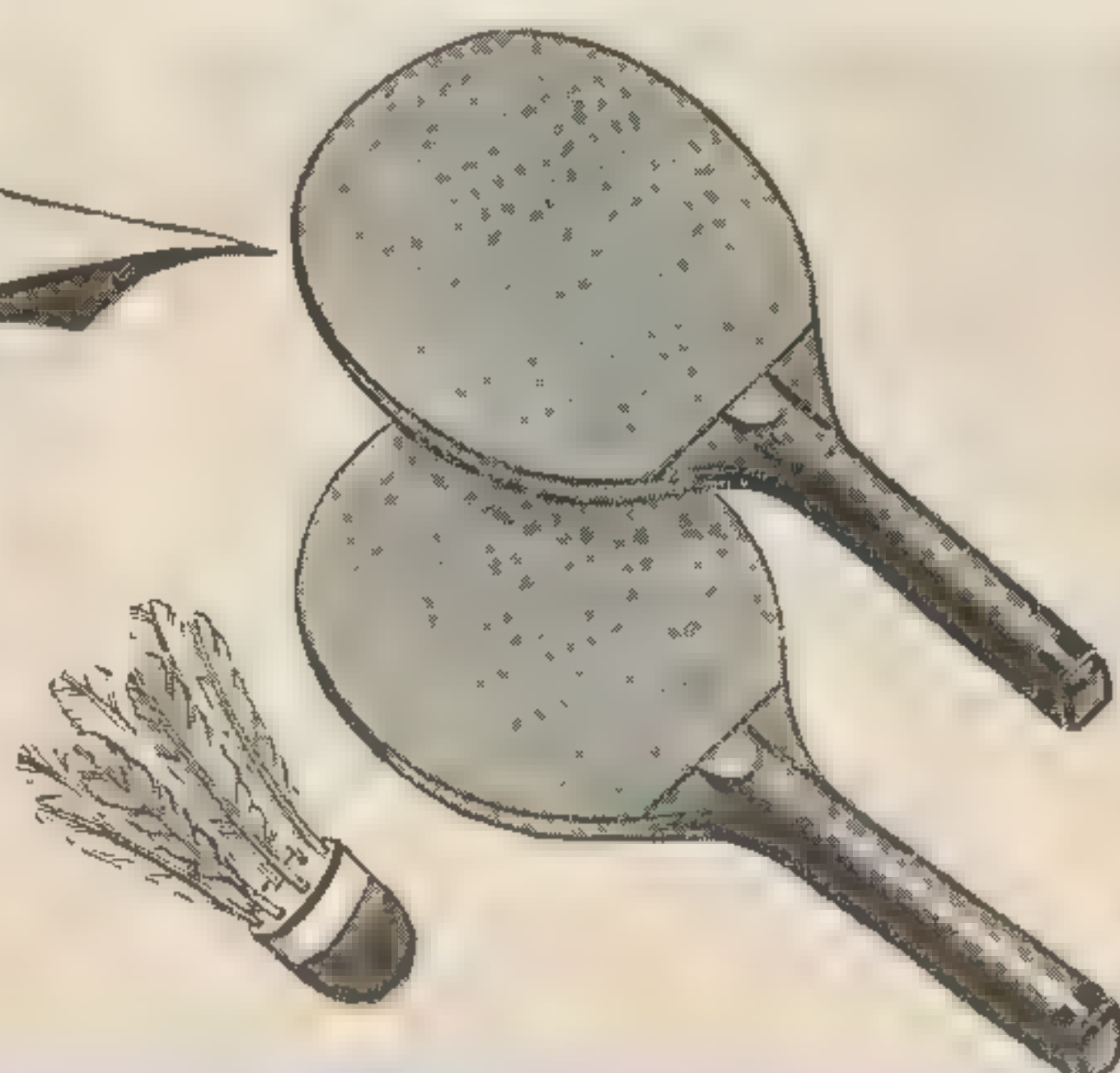
G12B7—"Spalding" tennis practice set; a tennis ball attached to elastic cord for practising outdoors. Junior or adult use. 1 lb. packed. In box, 7/6

Cotton eye shade, 9/11

G12B8—Adjustable eye shade, washable cotton fabric. Top-piece keeps hair tidy. In all white or white with green under shade. 1 lb. packed. 9/11

"Shuttle Tennis," 18/9

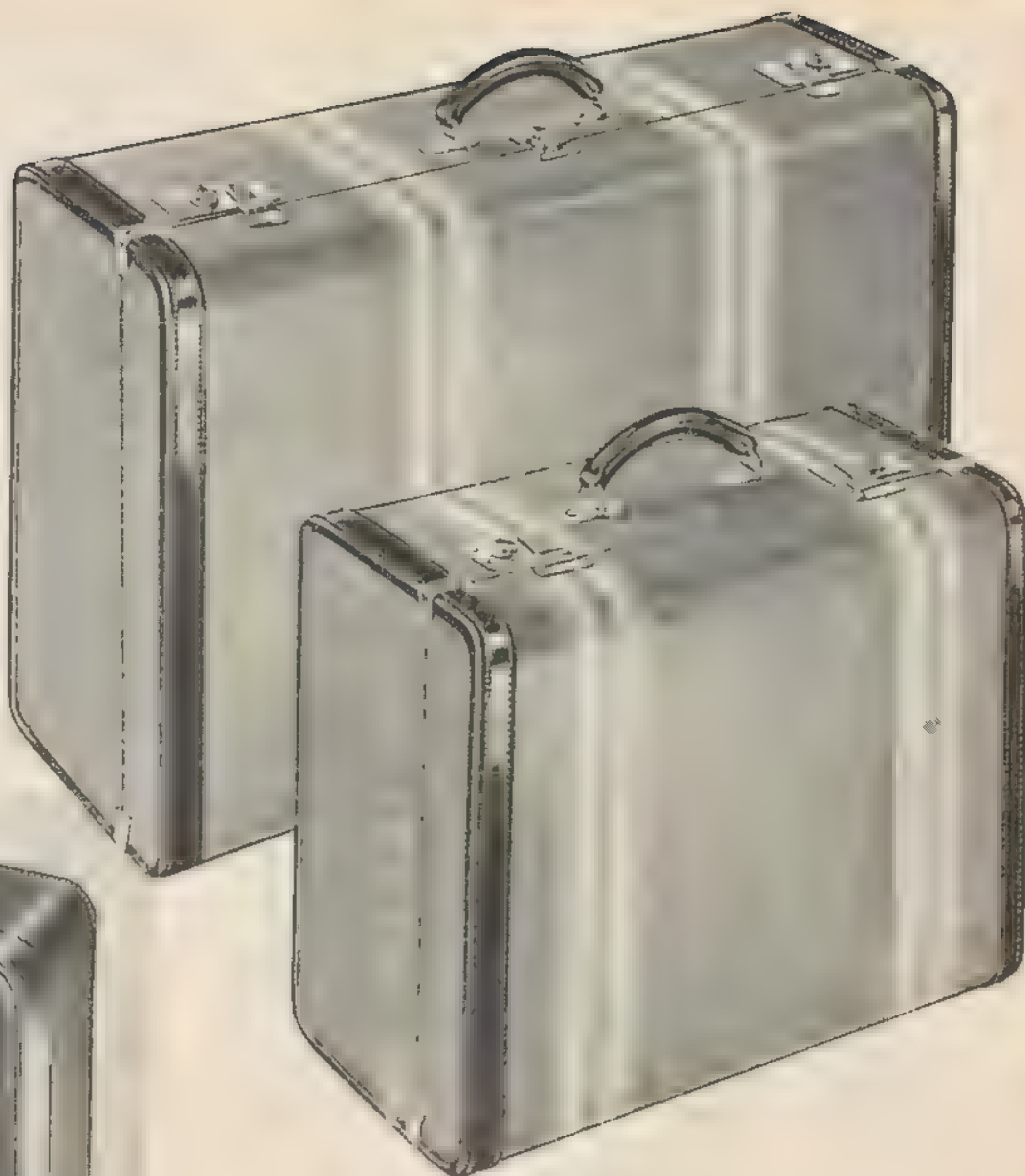
G12B9—For children or adults this "Shuttle Tennis Set." Two cork-faced bats and spinning shuttle, ideal for garden use. 4 lbs. packed. Set, 18/9



CANVAS COVERED SUIT CASE AIRWEIGHT, WATER-PROOF

G10B3—Sturdily built for sea, land or air travel. This light-weight case is covered in water-proof English canvas; has leather-bound ends, English locks and rayon lining. Roomy pocket in lid, leather handle. Tiny black and white checks, wine stripe. 13 lbs. packed. 21 in., 153/9; 24 in., 175/6; 27 in., 199/6

G10B4—Square-shaped hat or utility case to match suit case. Covered with sturdy striped water-proof canvas from England. Fitted with English locks, leather handle, full rayon lining and roomy expanding pocket in lid. Same stripe as case. 9 lbs. packed. 18 x 16 x 9½ inches. Farmer's price, 185/-



Limited quantities only, of some articles in this Book, are available at the price quoted. When new deliveries reach Farmer's from the manufacturers, prices may be higher.

FEATHER-WEIGHT SUIT CASE

G10B5—Soft top suit case weighs only a few pounds. Fully lined, two pockets; English locks. Colours, brown, black, navy. 6 lbs. 20 inch, 70/-; 22 inch, 75/-; 24, 80/-

G10B6—16 inch hat-box to match. 6 lbs. packed. 55/-
G10B5-G10B6 not available until after 15th September.

COWHIDE TRAVEL BAG

G10B7—Bag of genuine cowhide built on a steel frame, has 2 outside straps to hold rug, or top-coat. Fully lined, 3 big pockets. Slide-fastener opening. Tan, brown or navy. 18½ x 9 x 12 inches. 7 lbs. packed. Price, 159/9

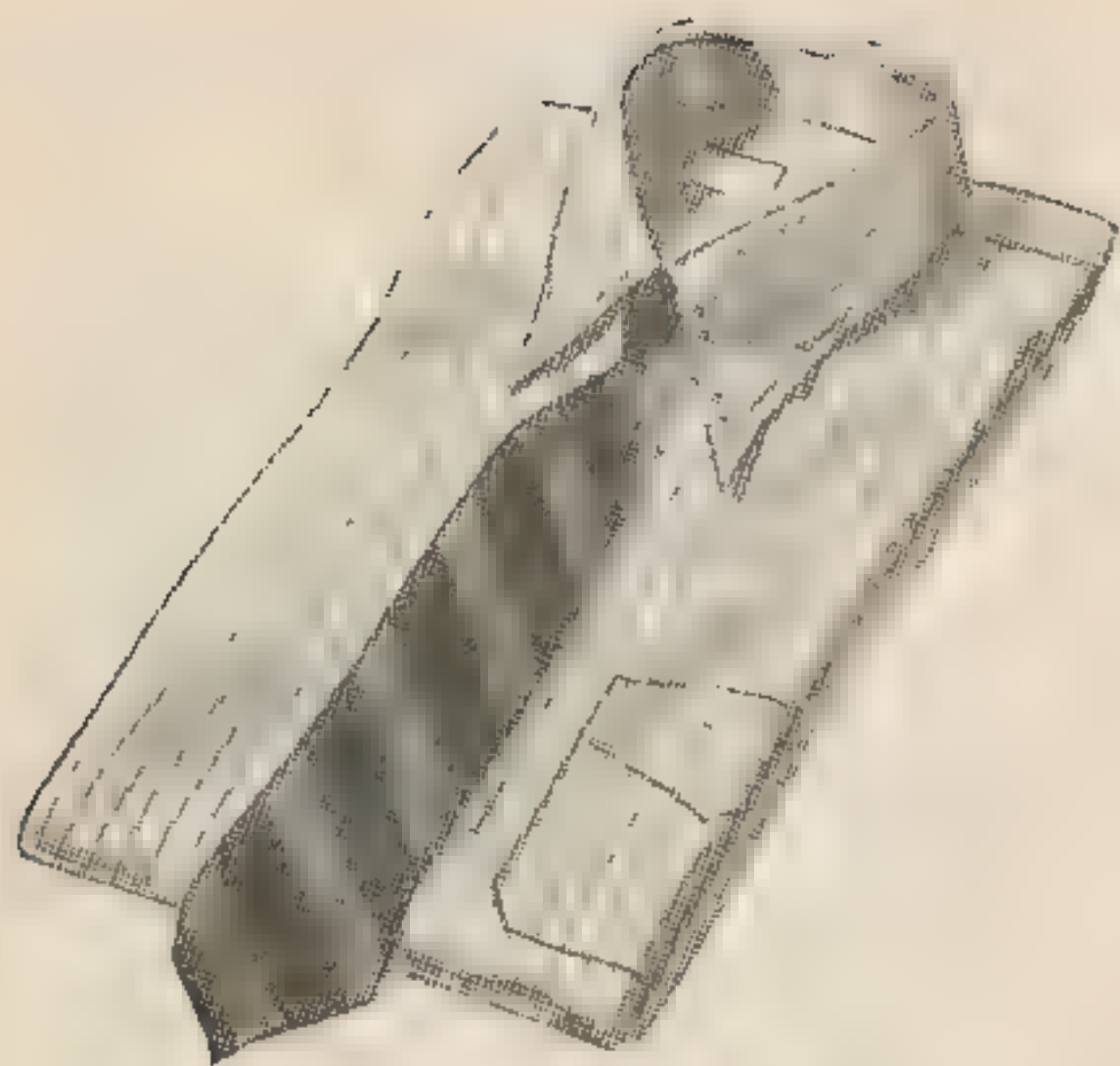


TRAVEL BAG IN THREE SIZES

G10B8—Crocodile-grained cowhide bag is built on a steel frame, has English lock, leather handles, full lining and piped seams. In fawn, tan, brown, navy. 9 lbs. when packed. 16 inch, 130/9; 18 inch, 142/6; 20 inch, 156/-

FARMER'S—PAGE 79





**Fast colours, stripes
POPLIN SHIRT, 19/6**

G27B1—Striped shirt for boys 9 to 15 years. Made from a long-wearing woven poplin material. Has attached collar, double-sewn seams, guaranteed fast colours. In neat stripe design, 12 to 14½ inch necks. 1 *lbs.* 19/6



Headcloth ranger shirt

G25B18—British headcloth ranger shirt for boys 5 to 8 years. Double-sewn seams. Blue or grey, 8 ounces. Sizes 3 to 7. 13/6



British headcloth shirt

G27B2—School and college shirt in British headcloth. Fast colours. Blue or grey. 12 to 14½ ins. 9 to 15 years. 8 *ozs.* 17/-

Worsted ranger knickers

G25B19—Ranger knickers in all-wool worsted. 2 side pockets, self belt. Fully lined. Med., dark grey. 3 to 7. 1 *lb.* 32/3

Worsted brace knickers

G26B1—Boy's brace knickers of all-wool worsted, medium-weight. Fully lined. Med., dark grey. Sizes, 5 to 14. 1 *lb.* 38/-



**YOUTH'S TWO-PIECE S.B.
WOOL WORSTED, 229/3**

G28B1—Youth's two-piece school and college suit. Single-breasted style in medium-weight all-wool worsted. 3 button coat is fully lined. Trousers have extended band, pleated front, 2 side and 1 hip pocket. In medium or dark grey to fit youths 15 to 18 years. Sizes 13 to 16. 5 *lbs.* packed. 229/3

**WORSTED S.B. FOR BOYS
7 to 14 years, 137/9**

G26B2—Boy's two-piece college suit in all-wool worsted. The single-breasted coat has three buttons, full lining. Knickers are cut with straight tops, belt loops, inside buttons, and full lining. 2 side and 1 hip pocket. Medium or dark grey for boys 7 to 14 years. Sizes, 6 to 13. 5 *lbs.* when packed. 137/9



POPLIN SPORTS SHIRT

G25B9—Boy's ranger shirt, two-way collar. Fast colours, blue, grey, white. 1 lb. 3 to 7. Fit 4 to 8 years. **14/6**

BOY'S 2-PIECE SUIT IN RAYON GABERDINE

G25B11—Two-piece summer suit has open neck shirt, slide fastener, patch pockets, short sleeves. Matching shorts have two side pockets. Shirt can be worn inside or outside shorts. Rayon twill gaberdine; fawn, green, or blue. *Packed* 2 lbs. 22 to 32 ins., fit boys 6 to 14 yrs. **65/-**

ALL WOOL KNICKERS

G25B10—Fully lined ranger knickers. Two side pockets. Fawn or brown. 1 lb. Sizes 3 to 7; fit boy 4 to 8 yrs. **27/6**

Carriage extra on all merchandise in this book.

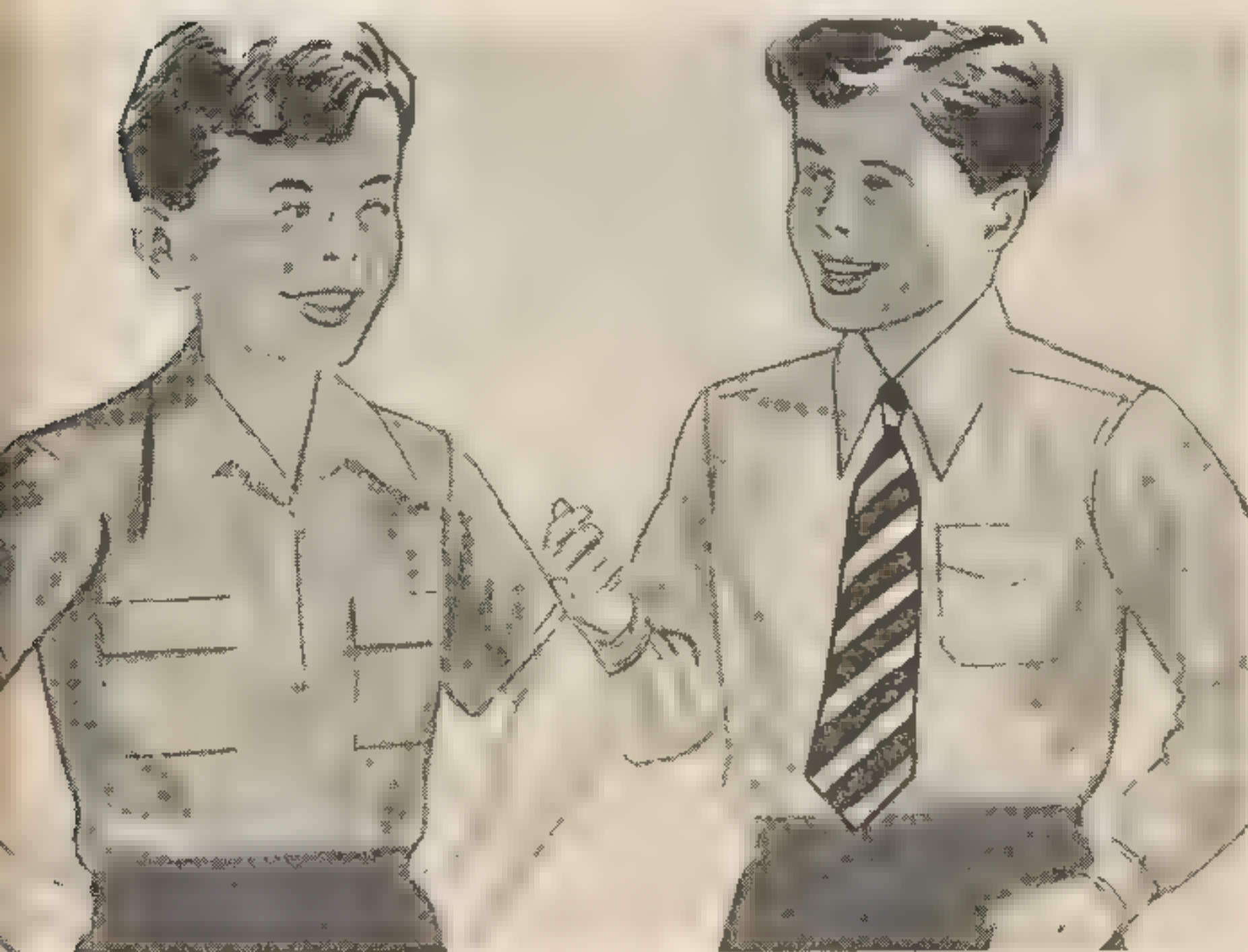
SHIRT AND JEANS

G25B12—Western style gingham shirt, fast colours; slide front. Fit 5 to 15 yrs. *Pkd.* 12 ozs. **18/11**

G25B13—Blue denim jeans. Hip pocket. 5 to 16 years. *Pkd.* 1 lb. 3 to 6, **33/6**; 7 to 12, **35/9**; 13 to 16. Priced at **37/9**

POPLIN PYJAMAS

G25B14—Summer weight pyjamas, woven British poplin, boys aged 5 to 16 years. Roll collar, breast pocket, double stitched seams. Fast colours, blue, grey, green. *Packed*, 1 lb. Chest, 24 to 28 ins. **37/-** 30 to 34 ins. Price, **43/6**



Slide front shirt, 19/-

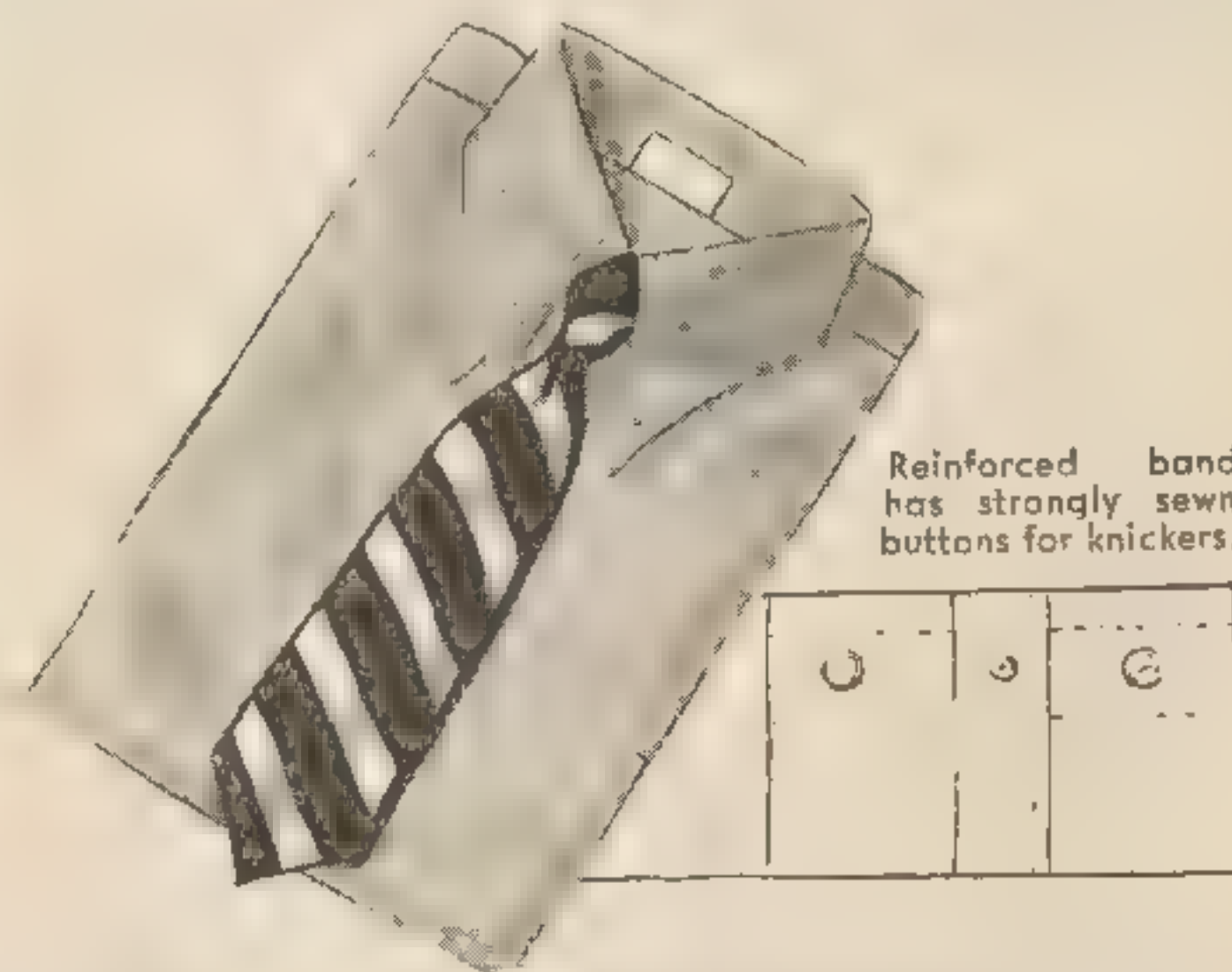
G25B15—Sports shirt for boys aged 9 to 15 years. Open neck slide front, two patch pockets. 1 lb. Fast colours, blue, grey, fawn. Sizes, 12 to 14½. **19/-**

Plain college shirt, 23/6

G25B16—For more formal occasions, to fit boys aged 9 to 15 years. British poplin, fast colours, blue, grey, fused collar. 1 lb. Sizes, 12 to 14½. **23/6**

Poplin ranger shirt, 17/11

G25B17—Ranger shirt woven British poplin. Neat collar, breast pocket. Well sewn buttons for ranger knickers. Blue, grey. 1 lb. *packed*. 3 to 7. **17/11**



More Boy's Wear on page 30

FARMER'S—PAGE 81

Limited quantities only, of some articles in this Book are available at the prices quoted. When new deliveries reach Farmer's from the manufacturers, prices may be higher.



Note strong double stitched seams



See wide belt loops, hip pocket.



Action-back, adjustable waist tabs.

DENIM "BLUE JEANS"

Sanforised 32/6 shrunk

G985—American type "Blue Jeans" of Sanforised shrunk denim, long-lasting and strong for all active wear. Four deep pockets, wide turn-back cuffs. Double stitched with red thread for added strength. Sizes 30 to 44in. waists. *Packed weight, 3 lbs.* Farmer's price is, 32/6

FARMER'S—PAGE 82

PRE-SHRUNK TROUSERS

Khaki drill 30/- 3 pockets

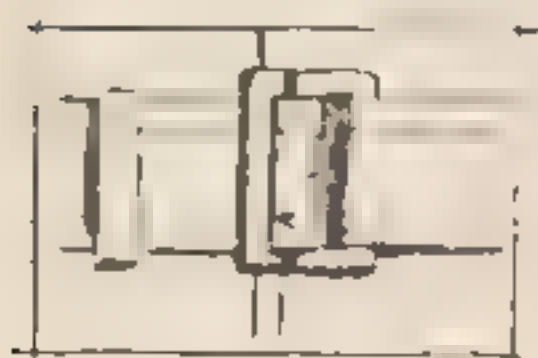
G986—Sanforised pre-shrunk drill trousers have wide belt loops and brace buttons. Two roomy side pockets and one hip pocket. Extra strong, long-lasting drill made specially for station and country wear. Sizes 30 to 44 inch waists. Khaki. 2 lbs. *packed.* Price, 30/-

"CASBEN" VENTILE

Golf 129/- Jacket

G781—Farmer's exclusive 5-point action back golf jacket, tailored by "Casben" in English Ventile cloth (impervious to water when wet). Adjustable waist, cuffs, slide-fastener, four pockets. Fawn or olive. 34 to 46 inch chests. 3 lbs. *weight when packed.* 129/-

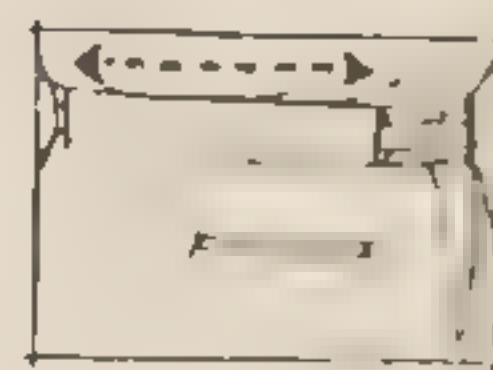
Carriage extra on all merchandise in this book.



This is the
patent non-
slip buckle.



Jacket is
lined with
fine rayon.



14 in. elas-
tic band for
active wear.

"CASBEN" JACKET

Lightweight 98/- 3 colours

G7B2—"Casben" bush-wallah jacket of lightweight cloth, has two-way collar, four patch pockets, belted waist. Fully cut for action, long-lasting for all country and bush wear. Blue, blue-grey or fawn. 34 to 46 inch chests. *Packed weight, is 3 lbs.* Low priced at, 98/-

Save time. Use convenient order form on page 71.

"WESFORD" JACKET

Fawn, brown, 172/- 34 to 44

G7B3—Farmer's own "Wesford" sports coat in lightweight "Saxony" type cloth, has two-button front, long roll lapels. Flap pockets, fully lined with firm rayon. Inside breast pocket. Checks in fawn or brown. 34 to 44in. chests. Regular, long, stout. 4 lbs. *packed. 172/-*

FINE-TWIST TROUSER

Made for 83/- country wear

G887 — Well tailored trousers by "Elastastrap" in hard wearing twist material, specially made for country wear. Self-supporting; two side, one hip and one fob pocket. In three shades, fawn, lovat, or dark grey. Sizes, 30 to 44 inch waists. *Packed, 3 lbs.* Price, 83/-

FARMER'S—PAGE 83



G21B1



G14B1



G14B2

G14B3

THE OUTDOOR G.I. CAP

G21B1—Light-weight canvas G.I. cap for all sportswear. Long-peaked; colours are white, fawn, gold. 6½ to 7¼. Packed 8 ozs. 8/6

PURE WOOL PULLOVER

G14B1—Hand-frame knitted V-neck sleeveless pullover. Maroon, grey, yellow or fawn. 36 to 44 in. chests. Packed weight, 12 ozs. Price, 46/6

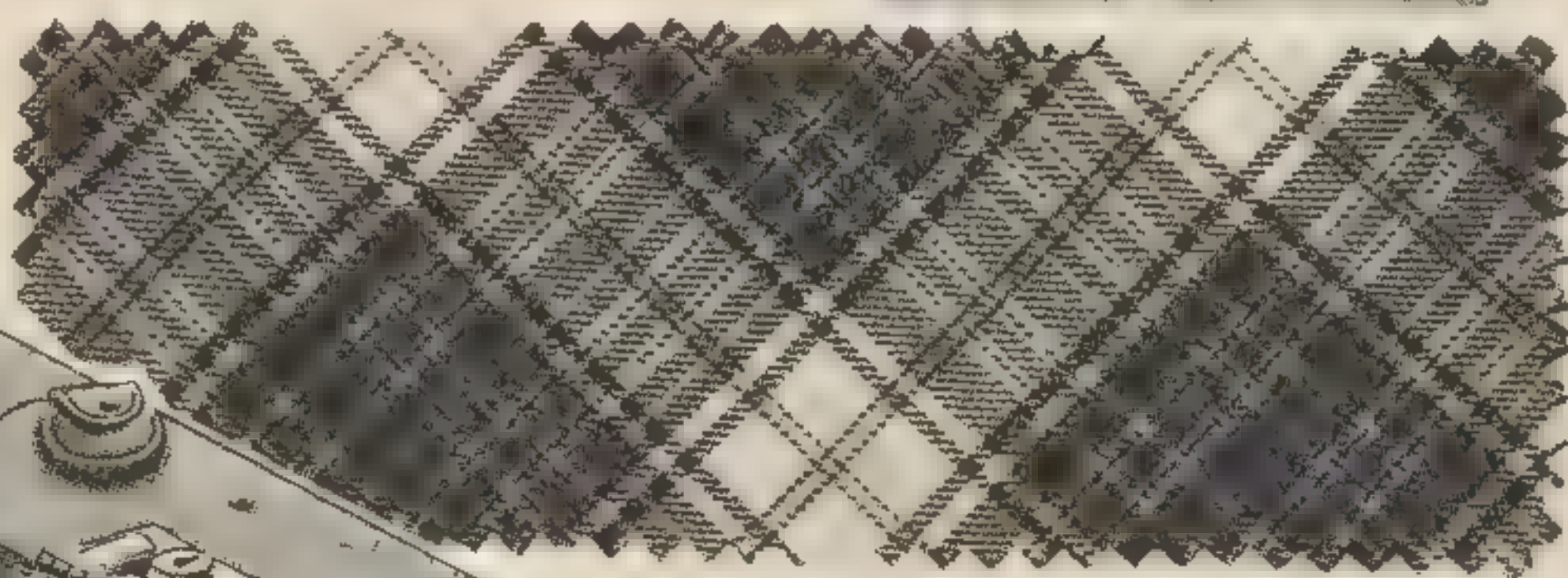
COTTON BEACH TEE-SHIRT

G14B2—Crew-neck cotton tee-shirt has short sleeves. Sky-blue, fawn, gold or white. S.M., M., O.S. Packed weight, 10 ozs. 11/6

"JANTZEN" BOXER SHORTS

G14B3—Gaberdine shorts for swimming or walking. Elastic waist. Blue, fawn or grey. Sizes 30 to 42 inch waists. Packed, 12 ozs. 39/6

Carriage extra on all merchandise in this book.



Close-up of the gay plaid lining.

AIR-WEIGHT TRAVEL CASE

Waterproof-canvas covered, grained cowhide edges

G10B1—Unmistakably a thorough-bred luggage piece, elegant of line, of fabric. Handled carefully, built to perfection. Double steel English frames are sturdily constructed and covered with cowhide. Encased in black and white English waterproof canvas. Leather handle, key case, luggage label, two English lever locks. This impressive luggage is air-weight, yet durable too. Fully lined with plaid rayon in red/green/black/white, has roomy pocket in lid. Packed, 14 lbs. Three sizes, 24 inch, 300/-; 26 inch, 307/6; larger size, 28 inch. Price, 315/6

PLAID-LINED HATBOX TO MATCH

G10B2—Matching hatbox to team with travel case has the same fine details. 18 inch square with one 11 in., one 13 in. pocket. Packed, 9 lbs. 300/-



Grain leather riding boot by Baxter

English elastic inserts, solid welt soles

Medium or wide last **65/6** Half sizes 5 to 11

E15B5—Solid hard-wearing riding boots, built by Baxter, for the man in or out of the saddle. Solid welt soles, leather heels, side-inserts of strong elastic. They're built on two lasts in medium fittings with a pointed toe, wide fittings with rounded toe; in top-grade brown grain leather. *Packed weight, 3 lbs.* Half sizes, 5 to 10½, **65/6**; same boot, size 11. Price is, **68/6**

Carriage extra on all merchandise in this book



BAXTER OXFORDS IN TWO FITTINGS, BOTH 43/6

E14B1—A well built yearling Oxford made by Baxter's expert craftsmen on the extremely wide and comfortable "Liberal" last. Toe-cap is neatly punched, soles are welted; leather heels. In black or tan; backs lined with soft leather. Half sizes, 5 to 10. *Packed weight, 3 lbs.* Price, **43/6**

E14B2—Another famous Baxter shoe, a yearling Oxford in the same style as before; built this time on the famous "Progress" last—wide fitting for foot comfort. See the strong welt soles, leather heels and rounded square toe. Half sizes, 5 to 10. Black or tan. *Weight packed, 3 lbs.* **43/6**

BAXTER'S HAND MADE CALF SLIPPER, 40/6

E15B6—Genuine hand made slipper in the favourite Grecian style. This is the slipper built on the famous wide fitting "Progress" last for maximum comfort. Has flexible pump sole, leather heel. Tan or black in half sizes, 5 to 11. *Packed weight, 3 lbs.* Price is, **40/6**





SPUN RAYON, TWO-WAY COLLAR

G18B1—Spun rayon coat-style sports shirt, cool for hot days, easy-to-laundry. Two-way collar, two flapped pockets, half sleeves. Colours: tan, navy, sand, white. **35/-**
 Sizes S.M. to E.O.S. Packed, 1 lb.

THE SEERSUCKER SPORTS SHIRT

G18B2—Convertible-collared cotton seersucker sports shirt; easily laundered, needs no ironing! Coat style, two flapped pockets, half sleeves. Lemon, beige, blue, grey, white. S.M. to E.O.S. 1 lb. **24/6**



PURE WOOL FANCY HOSE

Five colours **7/9** 10-11½ inch

G15B1—Pure wool quarter hose, soft, warm and hard-wearing. Will keep their shape even after constant washings. See them in navy, blue, fawn, yellow or grey. Sizes, 10 to 11½ ins. Packed, 7 ozs. **7/9**

SWISS RAYON CHECK TIE

Five colours **10/6** Wool lined

G17B1—Neat houndstooth check tie for the conservative male. Made from Swiss rayon, lined with wool. Red, navy, black, brown or green, checked with white or beige. Packed weight, 4 ozs. Price, **10/6**

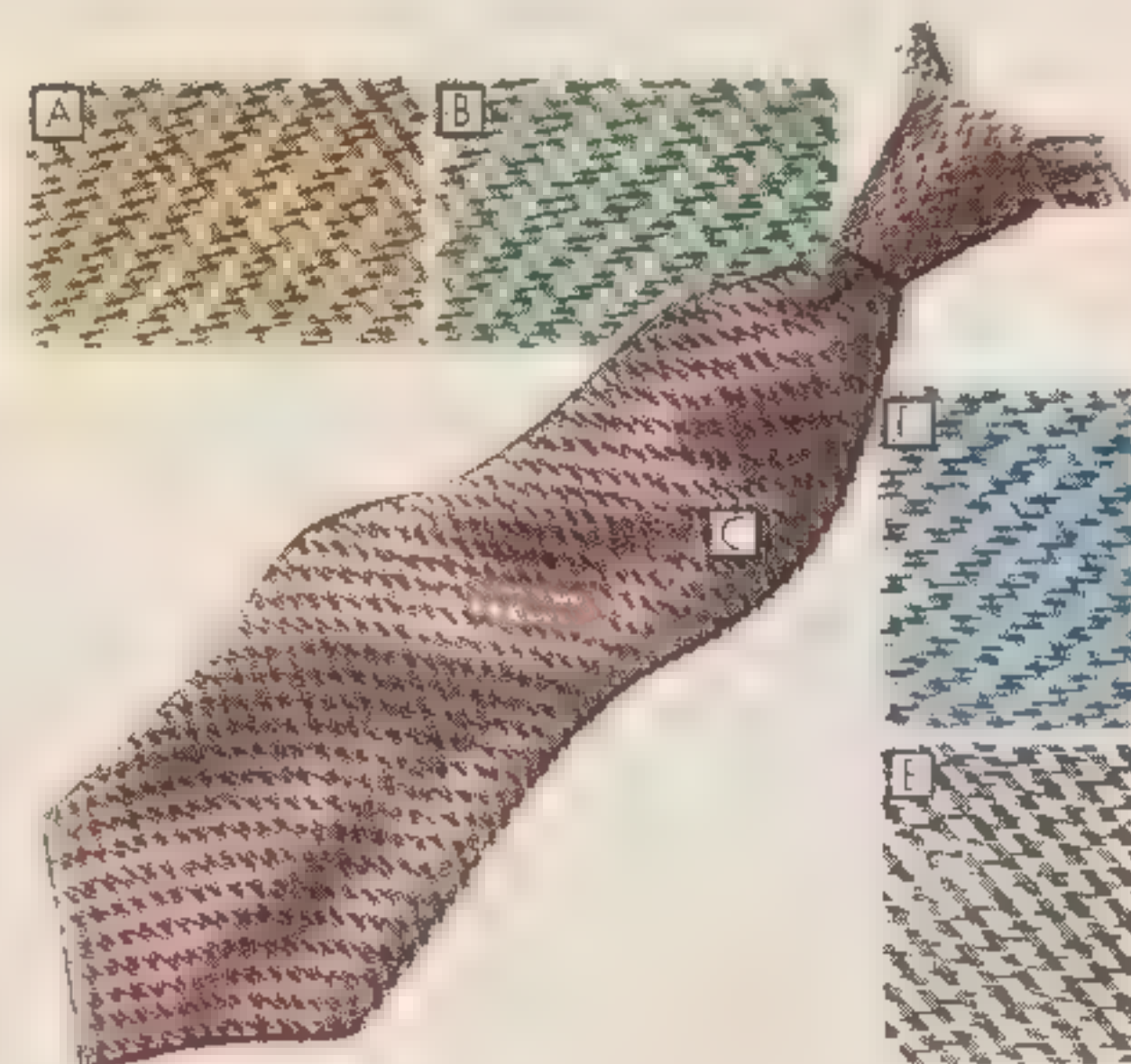


DOUBLE KANEBO FUJI SILK SHIRT

G18B4—Double-double Kanebo Fuji silk shirt has a bone-supported, double-stitched attached collar. Coat style with breast pocket, long sleeves, button cuff. Cream only. 14 to 17½ necks. Packed, 1 lb. **53/7**

POPLIN SHIRT HAS EXTRA COLLAR

G18B3—English poplin shirt has a Permaset attached collar and an extra one to sew on when needed. Tailored sleeves, pearl buttons, coat style. In green, grey, fawn, blue or cream. 14 to 17½ collar. 1 lb. **40/6**





ENGLISH SPOT "TOBRALCO" PYJAMAS LONG OR SHORT—FOUR COLOURS

G19B1—Summerweight pyjamas of cool English spot "Tobralco," short sleeves and legs, one pocket. Jacket is collarless, elastic waist shorts. Maroon, blue, navy, green. S.M. to L.X.O.S. *Pkd. 1 lb.* **50/-**

G19B2—Same "Tobralco" fabric, long cuffed sleeves, long trousers, buttoned fly-front. One pocket, two-way collar. S.M. to L.X.O.S. Maroon, navy, green, blue. White-spotted. *2 lbs. pkd.* **54/6**



46/-

STRIPED ENGLISH POPLIN

Four colours; S.M. to L.X.O.S.

G19B3—Exclusively Farmer's own pyjamas, roomily tailored from English woven striped poplin. Carefully-cut jacket has a two-way collar, breast pocket, long sleeves. Generously-cut trousers have buttoned fly-front. Striped on blue, green, grey or fawn grounds. In sizes S.M. to L.X.O.S. *Packed weight, 2 lbs.* Price is, **46/-**

36/6

PASTEL POPLIN PYJAMAS

Four monotones; S.M. to L.X.O.S.

G19B4—Two-way collared pyjamas, tailored from imported cotton poplin, easy to wash and iron. They have long trousers, with girdle at the waistline. One breast pocket. Plain monotone colours of light blue, pale green, cream-beige or silver-grey. Sizes are S.M., M., O.S., X.O.S., L.X.O.S. *Packed 2 lbs.* Price is, **36/6**



"CASBEN" RIBBED TWILL, 43/6

G8B1—Ribbed twill cotton shorts by "Casben" have slanting pockets at sides, buttoned hip pocket. Choice of slide-fastener front or buttons; self belt finished with chromium-plated buckle. Oyster, steel-blue, fawn, or white. Packed weight, 1 lb. 8 ozs. 30 to 44 in. 43/6



"CASBEN'S" BEDFORD CORD, 46/6

G8B2—Bedford cord tailored expertly into walk shorts by "Casben." French bearer at waist gives a firm closing, ensures perfect fit. Slanting pockets, concealed fob, slide-fastened fly front. Beige or grey. Packed, 1 lb. 10 ozs. 30 to 44 in. waists, 46/6

At Farmer's for summer. The
Four fabrics, selected for



shorts for sports or walking
their good look, long wear



"CASBEN" SUPERLAINE AT 59/6

G8B3—"Casben" Superlaine gaberdine walk shorts. Slide-fastened front, French bearer at waist takes strain; buckled belt, vertical side pockets, concealed fob and buttoned hip pocket. Colours, fawn, grey or teal. Packed, 1 lb. 10 ozs. 30 to 44 ins. Price, 59/6



"CASBEN" DRILL SHORTS, 29/6

G8B4—For golf, hiking or tennis, smartly tailored cotton drill walk shorts by "Casben." Extended waistband; fob and hip pocket, rustless buckles at the sidestraps, buttoned fly-front. Colours, khaki, or white. Packed, 1 lb. 30 to 44 inches. Price, 29/6



SUMMERWEIGHT DRESSING GOWN IN RICH SATIN-FINISH RAYON BROCADE

Four colours **56/-** 36 to 46 inch

G6B1—A luxurious, richly-patterned dressing gown of satin-finish rayon brocade. Comfortable and roomy wrap-over style with draped shawl collar, and wide cuffed sleeves. See the tasselled rayon cord at waist, two deep side pockets, and strongly sewn seams. Maroon, royal, bottle green or brown. *Packed weight, 1 lb. 8 ozs.* Sizes 36 to 46 in. chests. **56/-**



Adjustable, extended waist-band; fob pocket, fully pleated front.



Summer favourite, our featherweight

RAYON TUXEDO, 3 COLOURS, 179/6

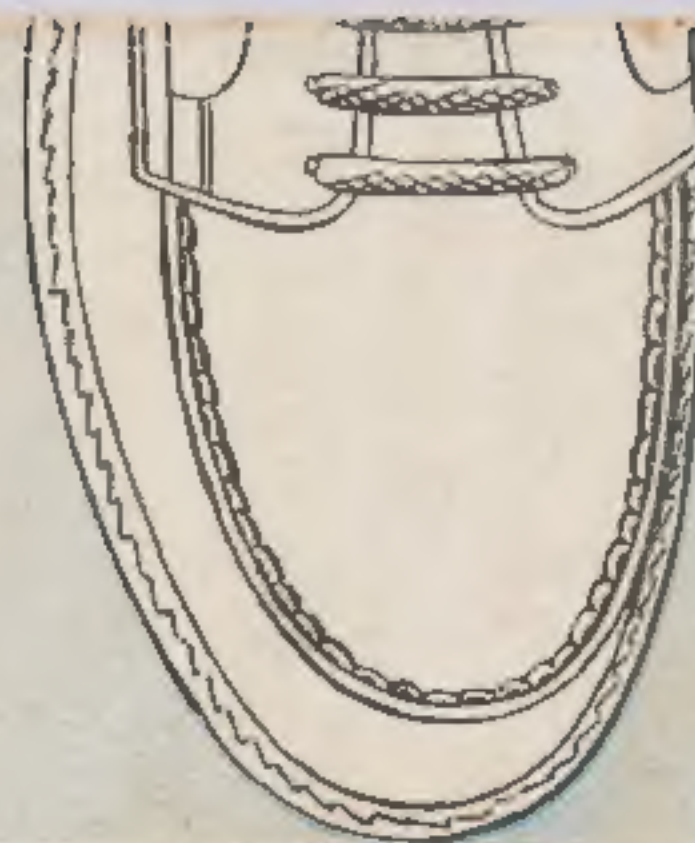
G3B1—Double-breasted wool-like rayon tuxedo, has shawl collar, pearl buttons, is fully lined with silk rayon. Regular, long, short or stout, 36 to 46 inch chests. Cream, grey or beige. *Packed, 2 lbs. 8 ozs.* **179/6**

WOOL HOPSAC DRESS TROUSERS

G3B2—Breeze-cool tropic-weight trousers have "Zev" self-supporting waistband, braided side seams, smooth buttoned fly-front. Regular, long or stout fittings, 30 to 44in. waists. Black only. *Packed weight, 1 lb. 8 ozs.* **107/6**



Pliable golf-tread rubber soles lessen foot fatigue, soften jolts.



Mellow calf uppers have roomy moccasin front; firmly sewn.

Add to your golfing comfort with

MOCCASIN-TYPE GOLF SHOE BUILT BY "WHYBROW"

Rubber soles **68/-** Supple calf

E15B1—A solid, well-built golfing shoe, made by "Whybrow's" finest craftsmen. Specially built with ground-gripping rubber sole and heel, flexible, won't slide on wet surfaces. Moccasin front, stitched firmly all round. Sizes and half sizes, 5 to 10 in D (medium) and E (wide) fittings. Available in brown only. *Packed weight, 3 lbs.* Price, **68/-**

FARMER'S, Sydney—"The Store for Men"



Cool and light, the calf WRAP-OVER SANDAL

E15B2—"Sahib," a comfortable slip-last sandal with soft calf wrap-over vamp, sturdy flexible leather soles. Strong and long-wearing. Brown only. Half sizes, 5 to 11. *Packed, 3 lbs.* **40/6**



Covered platform on our CREPE-SOLE CASUAL, 51/-

E15B3—"Lazybones," for the man who likes to walk on a cushion of air. The wedge heel and sole are of springy crepe rubber; strong hide uppers. $\frac{1}{2}$ sizes, 5 to 10. Tan only. 3 lbs. **51/-**



For lazy Summer days INTERLACE SANDAL, 38/6

E15B4—"Informal," a flexible slip-last sandal in tan grain leather, has interlaced vamp, platform sole, solid leather heel. Full sizes, 5 to 10. 3 lbs. *packed weight.* Price, **38/6**

MAIL ORDERS TO FARMER & COMPANY, LIMITED. P.O. BOX 497, SYDNEY